



The Practical Guide to SEO in 2023



Table of Contents

| | |
|---|-----------|
| INTRODUCTION..... | 4 |
| SECTION ONE: SEO AS A MARKETING CHANNEL..... | 5 |
| Chapter One: Why SEO is Better..... | 6 |
| Chapter Two: PPC vs SEO..... | 10 |
| Chapter Three: SMM vs SEO..... | 14 |
| SECTION TWO: HOW TO CHECK YOUR OWN WEBSITE RANKING..... | 19 |
| Chapter Four: How to Check Your Google Keyword Ranking..... | 20 |
| Chapter Five: How to Choose the Best Keywords and How to Analyse Them on Ahrefs..... | 32 |
| Chapter Six: Seven Important Metrics for Measuring Your Website..... | 37 |
| SECTION THREE: SEO FACTORS..... | 48 |
| Chapter Seven: Top SEO Ranking Factors 2023..... | 49 |
| Chapter Eight: White Hat Vs Black Hat SEO Techniques..... | 59 |
| SECTION FOUR: TECH SEO..... | 66 |
| Chapter Nine: The Foundations of Tech SEO..... | 67 |
| Chapter Ten: An Example of a Technical SEO Audit Checklist..... | 73 |
| Chapter Eleven: Indexing: Way to Get Your Pages Listed Faster..... | 82 |
| Chapter Twelve: The Complete Guide to Mobile SEO..... | 88 |
| SECTION FIVE: CMS OPTIMISATION..... | 93 |
| Introduction: CMS Optimisation..... | 94 |
| Chapter Thirteen: WordPress..... | 96 |
| Chapter Fourteen: MODX..... | 113 |
| Chapter Fifteen: Drupal..... | 119 |

| | |
|---|------------|
| Chapter Sixteen: Joomla..... | 127 |
| Chapter Seventeen: OpenCart..... | 137 |
| Chapter Eighteen: PrestaShop..... | 145 |
| Chapter Nineteen: Shopify..... | 156 |
| Chapter Twenty: TYPO3..... | 162 |
| Chapter Twenty-One: Wix..... | 167 |
| Chapter Twenty-Two: WooCommerce..... | 177 |
| Chapter Twenty-Three: Magento..... | 184 |
| SECTION SIX: BACKLINKS..... | 196 |
| Chapter Twenty-Four: Why Are Backlinks Important for SEO?..... | 197 |
| Chapter Twenty-Five: How to Get High-Quality Backlinks..... | 205 |
| Chapter Twenty-Six: The Complete Guide to Off-Page SEO..... | 214 |
| SECTION SEVEN: APPS..... | 219 |
| Chapter Twenty-Seven: Best SEO Software for Mac..... | 220 |
| Chapter Twenty-Eight: Best SEO Apps for iPhone..... | 233 |
| SECTION EIGHT: CONTENT..... | 238 |
| Chapter Twenty-Nine: SEO Blog Article Writing Guide..... | 239 |
| SECTION NINE: HOW TO GET SEO..... | 250 |
| Chapter Thirty: In-House vs Freelance vs SEO Agency: Which is Better for Your Business?..... | 251 |
| Chapter Thirty-One: How to Find an Excellent SEO Expert..... | 259 |
| Chapter Thirty-Two: How Much Do SEO Services Cost?..... | 265 |
| GLOSSARY OF TERMS..... | 273 |

INTRODUCTION

Is SEO really dead? Some people might think so, given that all the traffic seems to be on TikTok, Twitter, YouTube, and other social media platforms these days. But is that really the case?

When you have a problem that you need to solve, and you're ready to pay for a solution, do you typically open TikTok or Instagram and start scrolling? Or do you turn to Google Search and type in keywords like 'SEO services for startups', 'best eSIM plan in the US', or 'plastic surgeons in NYC'?

While social media might be where people go to have fun, Google is still the go-to destination for those looking for quick answers to specific questions. And when people have a real problem that they need to solve and are willing to pay for a solution, they're more likely to turn to Google.

That's why, if we can properly analyse people's real needs and create a website structure where each page provides the perfect answer to their questions, we can target the highest quality audience and offer our services as a solution to their problems.

This approach has worked for us at NUOPTIMA. We've seen a personal record of 80,000 GBP in sales from a single B2B page six months after it was published. That page cost us about 350 GBP to create internally, resulting in 228X ROI. Can you imagine achieving this kind of ROI through any other channel?

Sure, there have been cases where a random video goes viral and brings a huge benefit to a business. But those instances are rare and akin to winning the lottery. On the other hand, SEO is a stable, sustainable, and reliable growth marketing channel that can bring you the most motivated and ready-to-buy customers from the most popular website on the planet. And with the right techniques, it can become highly predictable over time.

So, to sum up, don't count out SEO just yet. It may not be as flashy as social media, but it can bring sustained and reliable growth for your business.

SECTION ONE:
SEO AS A MARKETING
CHANNEL

Chapter One:

Why SEO is Better

There are many benefits to SEO and reasons why it is vital for businesses online. Let's consider why search engine optimisation (SEO) is important and seen as a superior option for businesses.

SEO Creates Credibility and Trust

A website that ranks well on **search engine results pages (SERPs)** is generally seen as trustworthy and of high quality by search engines, which results in increased credibility. A website's authority can improve over time through factors such as optimised on-page content and elements, positive user behaviour, and natural links. By adopting a comprehensive SEO strategy, you can build authority and credibility for your brand, making it more appealing to both users and search engines.

SEO is the Optimal Way to Understand the Customer

SEO informs businesses of what customers both want and need. It can give clear indications of **user intent** and behaviour. These insights can be found in numerous ways, such as through search query information, data analytics (DA), and analysis of SERPs. By understanding the customer, you can create more relevant content and build a stronger website for your target demographic.

In addition, with SEO you can target various sales funnel stages. Customers will be in varying stages of this funnel. By creating content such as blog posts that accurately meet each portion of your audience, you can increase the likelihood of moving visitors to the next part of the funnel each time they see your content.

Organic Search is Generally the Main Source of Web Traffic

Organic search results are the query results in search engines that are calculated by search engine algorithms and not by paid advertisements. **Organic search** plays a significant part in site performance and is critical to getting users to complete a conversion. Google is the most popular search engine and the most visited website globally. Therefore, if your website

is highly visible on Google (and other search engines), you will be seen as a trusted source, and users will be more likely to click onto your site.

SEO is Cost-Effective

SEO is very cost-effective, especially compared to paid advertising, such as **pay-per-click (PPC)**. Furthermore, the money that you do spend on SEO will seem insignificant next to the benefits that result from it. To learn more about how SEO stacks up against PPC, check out the next chapter in this book.

SEO Provides a Better Visitor Experience

Creating great content and conducting on-page SEO optimisation will improve site usability. This leads to a flawless and **positive visitor experience**. For instance, undertaking SEO techniques, such as making your site mobile-friendly and increasing page speed (technical SEO), makes your website more accessible and reduces bounce rate. This will keep visitors on your website for longer, improve their experience, and increase the likelihood of them deciding to purchase from you.

SEO Gives You Quantifiable Results

When implementing SEO, you can monitor changes in conversions, rankings, and site traffic. For instance, platforms such as **Google Analytics** offer extensive information so that you can tweak your SEO strategy. You can find out information such as the buying journey of every user, what keywords they entered when searching, and if they completed any actions on your site.

SEO Improves Your Ranking in Local Searches

Local searches such as 'hairdressers near me' are becoming increasingly common. By incorporating **local SEO** strategies into your SEO campaign, you can attract users ready to buy. A key benefit to SEO is increased brand awareness, making your website easier to find.

SEO Helps You Dominate Search Results Pages

The vast majority of search engine users are at an increased likelihood of clicking on the first five results in SERPs. Anything below this and the chances of a website being clicked on fall drastically. SEO helps you to attain the very best positions on SERPs so that you can attract customers to your website.

SEO is Fantastic for the Long-Term

If a website has been well-optimised, it can keep a strong position in SERPs for the long term. This differs from paid advertising options, such as PPC, whose benefits cease as soon as you stop paying for it. With SEO, whilst it takes much continual work and a fair amount of time, the benefits you reap will last.

SEO Helps Give You an Edge Over the Competition

The chances are that your competitors are also investing in SEO, so it is imperative that you do as well. Businesses that invest in SEO commonly outrank their competition in SERPs. It is important that you appear on the first page of search engines, or you will miss out on many potential customers, especially if your competitors *are* there. By implementing SEO best practices, such as increasing website speed and creating great content, you can better compete with and even gain an advantage over the competition.

Are There Any Cons to SEO?

- One con of SEO is that it is slow to produce results. It usually takes several months after site optimising for results to show. However, as mentioned, you benefit much more in the long term.
- SEO is a process that is ongoing. You can continue to make your website more and more optimised, but it will never be 100% optimised. But, SEO will improve your rankings, and you will reap big rewards from investing in SEO.
- SEO can be very time-consuming. Plus, search engines' algorithms evolve over time, which can make the SEO process much more difficult.

Is SEO Needed for Every Type of Business?

Regardless of what type of business you own, how old it is, how big it is, and how successful it is, as long as you have a website that represents your company, SEO is vital. This is because SEO gives you control, such as over your online rankings. By implementing SEO, you are making a direct investment in your site's profits and visibility. Continually implementing SEO techniques will assist your website in its growth and success.

The importance of SEO for your business depends not so much on the industry but on various factors, such as:

- The keywords you wish to rank for
- How much competition there is for those keywords
- How visitors respond to your site
- Whether SEO has been conducted before.

However, SEO is something that all businesses should consider and look towards implementing if they wish to be competitive on SERPs and enjoy greater visibility and success.

Implement a Comprehensive SEO Strategy For Your Site

SEO is critical to ranking well on SERPs and consequently gaining more visibility, traffic, and success for your business. There are many reasons why SEO is considered a superior option, including the credibility it creates, the ability to better understand the customer, and getting an edge over the competition. For these reasons and more, SEO should be at the top of your business to-do list.

Chapter Summary

- In simple terms, SEO is a set of tactics that optimise a website to improve its ranking in search engines such as Google.
- There are many benefits to SEO and reasons why it is the best option for your business. These include an increase in credibility and trust, it is cost-effective, gives you quantifiable results, and helps give you an edge over the competition.
- SEO is vital if your business has a website online as it ultimately improves visibility, traffic, and overall business success.

Chapter Two:

PPC vs SEO

Now that we have explained what SEO is and why it is considered a superior option, this chapter looks at pay-per-click advertising, also known as PPC, and breaks down its pros and cons.

What is PPC?

PPC — or pay-per-click — is an advertising method used for SERPs. This is when you essentially buy visitors to your website. You bid to get your ads to appear in the sponsored results whenever someone enters a query that includes your keywords. Advertisers pay a fee every time someone clicks on their adverts. This is why it is called 'pay-per-click'; you have to pay for every user who clicks on your promoted ad. Examples of popular PPC advertising platforms include **Facebook's** advertising platform, **Bing Ads**, and **Google Ads (formerly Google AdWords)**. But, what are some of the pros and cons of using PPC?

PAY-PER-CLICK

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What is PPC?

An advertising method used for SERPs where you bid to get your ads to appear in the sponsored results whenever someone enters a query that includes your keywords

PROS

- Produces instant results
- Can be used for visual product adverts, thus increasing your click-through rate
- Your organic rank is irrelevant because you are bidding on top spots
- Allows you to estimate your digital marketing budget accurately
- Makes it fast and easy to run A/B tests on
- Your PPC campaign can be personalised to target a specific group of people

CONS

- Costs for PPC are high and likely to keep increasing
- The moment you stop paying for PPC ads, you will stop receiving leads
- Requires expertise and is very time-consuming
- 'Click fraud' is very much prevalent and can build up your click charges rapidly
- While clicks drive traffic to your website, they do not necessarily equate to sales

Pay-Per-Click Pros and Cons

Advantages of PPC

- Perhaps the most significant benefit of using PPC is that it produces instant results. As soon as your PPC campaign begins, you should be able to see more traffic, clicks, and conversions virtually immediately.
- By using this method, you can take advantage of visual product adverts. This is useful as it can help users see what they will be clicking on. It will also improve your **click-through rate (CTR)** as it has a visual feature that an organic search will not offer.
- A third advantage is that you don't have to concern yourself about a search engine's algorithm and how it might impact your position. Your organic rank is irrelevant because you are bidding on the top spots.
- With PPC, you can estimate an accurate budget for digital marketing. This is because you can control your budget and have a reasonably informed idea of how many leads you are receiving in return.
- You can run **A/B tests** on a PPC ad fast. You can run two different adverts simultaneously to see which one converts better. All that is required is to change some ad elements such as the ad copy and let them run for a period.
- A final pro is that PPC lets you stringently target potential customers. You can target adverts by using geography, certain times of the day and week, and search keywords. Essentially, you can personalise your PPC campaign to target a specific group of people.

Disadvantages of PPC

- A big con to PPC is the cost, especially compared to SEO. You have to pay substantial sums of money to get good results. The more you pay, the better the results will be. Plus, because competition for keywords has never been greater, you might have to pay more later for the same results you'd get now.
- A second significant disadvantage is that the moment you stop paying for PPC ads, you will stop receiving leads. The pros of PPC will only last for as long as you pay for them.

- Choosing PPC can mean a lot of work and is highly time-consuming. You have to research and select effective keywords to bid on. Furthermore, you have to manage how much money you're spending on keywords, adjust how much you spend, and measure returns.
- Another disadvantage is that '**click fraud**' is very much prevalent. Some companies use damaging software or manual clicks to simulate human clicks from various IP addresses worldwide. This means that competitors can build up your click charges rapidly. While Google is able to detect some of this fraud, it still occurs pretty commonly.
- Clicks do not necessarily equate to sales. While PPC ads allow you to draw traffic to your website fast, it does not guarantee your visitors will buy your products. You need to convince website visitors to want to buy your products.

Should I Conduct SEO Over PPC?

Deciding whether you should choose SEO or PPC is entirely down to you. For instance, if you have the money and need an immediate impact, a PPC campaign might be your best bet. However, it is important to remember that PPC can still take time and fine-tuning to get the right adverts that convert without overpaying for the results. If you have a more extended timeframe and don't need instantaneous results, SEO presents the best results and returns over time. Plus, you do not need to pay constantly for ads and website traffic to draw more visitors. Of course, there is also the choice of utilising both where you get the best of both worlds.

Ultimately, the decision comes down to you and it depends on your individual circumstance along with your objectives and marketplace. However, if you want to effectively increase the success of your business for the long term, SEO is highly recommended.

Chapter Summary

- PPC stands for pay-per-click and is an advertising method where you bid to get your adverts to show up in sponsored results. You have to pay for each user that clicks on your promoted ad.
- Advantages of PPC include fast results, the ability to run A/B tests, and visual product adverts. Disadvantages include the cost, 'click fraud', and the fact that you will only receive benefits from PPC for as long as you pay for it.

- Deciding the best option depends on your individual situation, however, SEO is without question an effective and highly recommended strategy.

Chapter Three:

SMM vs SEO

Social media marketing (SMM) and SEO are two current and important online marketing techniques. However, they operate in different ways. To decide which strategy is best for your business, you will need to understand the differences between the two. In this chapter, we explain what SMM is, how it compares to SEO, and whether they can be used together.

What is SMM?

SMM — or social media marketing — is a tactic that uses social media for marketing a company. The aim of SMM is to help promote products or services, increase traffic to a site, and create brand awareness.

Types of SMM

- *Video Sharing:* This is when social media platforms permit you to put up and share videos. This is an effective way of educating your audience, answering popular questions, and sharing how-to videos to help build your brand. Popular examples include **Vimeo** and **YouTube**.
- *Social Blogging:* This phrase applies to social media websites created to be publishing platforms. These can assist you in improving the authority of your brand and reaching new users who aren't specifically searching for your business on social media. It is a great way of using blog content that has already been created to draw users to the main site. Examples of social blogging platforms include **Tumblr** and **Medium**.
- *Social Networking:* These are channels where users connect with other people online, such as by posting, sharing, and commenting on content. It is a fantastic way to share article links and raise further awareness. If you pay money to promote content, you can increase its outreach. Popular examples of social networks include **Twitter** and **Facebook**.
- *Image Sharing:* These are platforms that let you share images, which is a great way to advertise a product, run contests to improve brand awareness, and advocate

user-generated content. Examples of image-sharing platforms include **Pinterest** and **Instagram**.

SMM Statistics

Here are a few enlightening statistics about SMM:

- Over 75% of social media marketers believe SMM has been effective for their company.
- Almost 70% of marketers' businesses work with influencers on social media platforms.
- Short-form videos are the most popular social media format used by almost 60% of social media marketers.

SMM vs SEO: A Comparison Table

Now that we have explained what SMM is, we offer a comparison table below to see how SMM stacks up against SEO.

| | Social Media Marketing (SMM) | Search Engine Optimisation (SEO) |
|---------------------------------|--|---|
| What Is It? | SMM is a strategy that uses social media for marketing a business. | SEO is a tactic used to improve both the quality and quantity of traffic to a website through organic search results. |
| Core Purpose | Increase brand awareness. | Increase organic traffic. |
| Sources Used by Strategy | Facebook, Instagram, Snapchat, Tumblr, Vimeo, Twitter, LinkedIn, YouTube, Pinterest, Medium. | Google, Bing, Yahoo. |

| | | |
|----------------------|--|--|
| Various Types | Video sharing, social blogging, image sharing, social networking. | On-page SEO, off-page SEO. |
| Key Benefits | <ul style="list-style-type: none"> ● SMM brings brand awareness and traffic to your website. ● It is fast, easy to do, and can be adjusted. ● It helps reach the right demographic at the right moment. ● It is generally the cheaper option. ● Great for impulse products and services. ● SMM brings brand personality, customer service, and improved products and services. | <ul style="list-style-type: none"> ● SEO improves organic traffic and the rank of your website. ● It is more effective in reaching the correct audience. ● It builds brand reputation and site traffic. ● It leads to more business. ● SEO can help increase sales. ● It gives your brand credibility. ● It improves trust. |
| Cons | Does not directly produce organic results but paid advertising results. | Takes a while for results to show and is time-consuming. |

Can You Use SMM and SEO Together?

While SMM and SEO are different online marketing tactics, they can both be used in tandem. Indeed, SMM can be used to help improve the SEO of a website. For instance, you can optimise a profile on social media to improve a website's visibility. Plus, SMM keywords and links within posts on social media can send SEO ranking signals to webpages linked (directing people to your site with SMM boosts rankings via social signals and increased traffic). If you do SMM and not SEO, people will struggle to find you organically outside of social media platforms. In a nutshell, SMM and SEO can be used together to increase the effectiveness of both strategies and to help improve a site's rankings in SERPs.

However, you must bear in mind that using SMM and SEO have a relationship that does not work both ways. SMM can assist with SEO, but SEO does not assist SMM, at least not directly. This is because SEO aims to improve site visibility within search engines and is not concerned with raising awareness on social media. However, by combining both tactics, you can raise brand awareness, engage with existing customers, and reach new customers.

Consider the Best Strategy for Your Business

SMM and SEO are two different online marketing techniques. SMM uses social media to help market a company. In contrast, SEO is a tactic used to increase both the quality and quantity of traffic to a site via organic search results. SMM and SEO can be used separately or implemented together to potentially increase the effectiveness of both. Deciding what strategy is right for you (or if you should use both) ultimately comes down to your current company goals.

Chapter Summary

- SMM and SEO are both online marketing techniques. However, they operate differently.
- SMM is a strategy that uses social media for marketing a business. It aims to promote products and services, create brand awareness, and increase traffic to a website.
- SMM and SEO, while different techniques, can be used in tandem to improve the effectiveness of both.

- Both SEO and SMM have their advantages, but the best option for you depends on your current business goals. SMM helps market a company through social media (brand awareness), whereas SEO increases the quantity and quality of traffic to a website through organic search results.

SECTION TWO:

**HOW TO CHECK YOUR
OWN WEBSITE RANKING**

Chapter Four:

How to Check Your Google Keyword Ranking

Keyword research is commonly the first step in any robust SEO strategy. An effective SEO campaign cannot be achieved without first performing in-depth keyword research. In this chapter, we explain the importance of keyword research and inform you of different ways, both paid and free, that you can check your Google keyword ranking.

Why is Keyword Research Important?

Regardless of whether you have a brand new website, or a more seasoned one, learning how to check keyword ranking in Google is crucial. There are three main ways to do this, and we will go through each in this chapter. You can check ranking manually, with third-party tools, or with Google Search Console and Google Analytics.

HOW TO CHECK YOUR GOOGLE KEYWORD RANKING

1 CHECK YOUR KEYWORD RANKING MANUALLY

It is possible to check your Google keyword ranking by hand. However, this is generally not recommended, and it presents the highest risk out of all our options for seeing personalised and, therefore, inaccurate rankings.

2 CHECK WITH THIRD- PARTY SEO TOOLS

Most well-known SEO tools will include a reliable rank tracker. The key difference is whether a tool shows all of your search engine rankings or just gives you information on particular keywords that you have specified.



3 FIND YOUR RANKING USING GOOGLE SEARCH CONSOLE

The Search Analytics report will present nearly all of the keywords your website is ranking for. You can break those Google keyword rankings down by numerous filters, including page, keyword, desktop, or mobile. Google Search Console helps you discover facets of your site's search engine ranking that you never even knew existed.

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If you are interested in a certain group of keywords or even a single keyword, understanding your current organic search engine ranking is the beginning stepping stone to achieving your goals. Learning how to undertake keyword research, as well as how to optimise your website, can mean increased organic traffic of well-targeted visitors.

Google uses a vast index of keywords that help assess the quality and relevance of webpages. When a searcher types in a keyword, crawlers systematically browse all pages across the web to create an index of search results, offering the most useful information

based on the query. But without using the right keywords, crawlers will most likely skip your pages for being somewhat trivial and irrelevant. This leads to a substantial traffic loss, making your website less visible and harder to find.

Pages that won't rank well despite having keywords clearly indicate that some keywords might need a little extra touch or complete refinement. Knowing which keywords are bringing in the most traffic and which are not can help you make a sound decision when it comes to keyword planning. For instance, you can maximise keywords for which your website is already seeing high ranks and replace the poorly-optimised ones that are not helping you rank at all.

Another advantage of tracking your keyword rankings is that it gives you a snapshot of how well your website is doing and whether your SEO efforts are actually paying off. Otherwise, if the results are not so encouraging, you can still find ways to enhance your pages and make them more SEO-friendly. By producing more meaningful content around highly competitive keywords, you get to build your site's reputation for higher rankings and increased organic traffic.

Essentially, a single keyword or phrase can determine whether or not a customer finds you when searching on Google and clicks on a link to your website. The primary task of SEO is to optimise your online visibility and allow more people to see your website. The more that users will be able to find your website amongst others, the more your online traffic will increase, and the higher your chances are of providing your services or product to a greater number of people.

According to Statista, 2.14 billion people worldwide purchase goods online, while e-commerce sales worldwide are expected to grow to \$6.4 trillion by 2024. Adopting a strong SEO strategy allows you to make your website visible to these users and not miss the opportunity to satisfy their needs with your product or service. SEO has everything to do with quality and quantity – the better your website is on the front and back ends, the better traffic you will get, and the more search engines will increase your rankings. Keyword research and checking your keyword ranking is a key SEO step towards improving your website positioning.

Before we delve into the three main ways of checking your keyword ranking, there is one main obstacle to be aware of that can affect your research.

A Note on Personalised Search

Personalised search was launched in 2005 by Google and is when search engine results are individualised. This is generated by filters that consider relevant information such as a user's prior searches, social interactions, geographical location, and more. It was launched in an attempt to provide users with more meaningful results. Personalised search brings difficulties to a website owner, digital marketing provider, or operator that gains an advantage from reporting standardised results. The issue is that it can be hard to comprehend your ranking because you might appear to rank exceptionally highly within your personalised search results, but this may not actually be the case universally. For instance, if you have visited your website many times before, then Google will likely show it higher up in your search results when searching for it again. But this does not mean that other users will see your website at the same position in search engine results pages (SERPs). For this reason, it is essential for website owners to have a strong understanding of how to check their Google keyword ranking without their results being affected by personalised searches. Below are several options on how to accomplish this.

Option One: Check Your Keyword Ranking Manually

It is possible to check your Google keyword ranking by hand. This is the simplest option and involves conducting a standard Google search by typing the keywords you want to rank for in the search bar. You can then continue to scroll until you find your website. However, this is generally not recommended as it is not particularly efficient, and it presents the highest risk out of all our options for seeing personalised and, therefore, inaccurate rankings. This is the best course of action to avoid search personalisation:

1. *Open a Private Browser.* This step varies depending on which browser you have. If you have **Google Chrome**, open up the menu in the top right of the browser, and click '**New Incognito Window**' to start a private browser. If you have **Safari**, open up the file menu, and click '**New Private Window**'. If you have **Firefox**, open up the menu in the top right of the browser and click '**New Private Window**'.
2. *Search for the Target Keyword.* To check your website position on Google, simply type in your target keyword and click '**Search**'. Then, take a look at the URL bar. The universal part of the URL says: **https://www.google.com/search**. After this will follow '**?q=**' and the keyword you typed in. This is a URL parameter. You can adjust how your search is conducted by adding various parameters to this URL. For example:





- Add '**&pws=0**' to the end of the URL for non-personalised results.
 - Add '**&gl=us**' to adjust the location of your search nationwide in the United States and '**&gl=uk**' in the United Kingdom (the last two letters are the country codes).
 - Each results page will generally have ten organic links. Do not count the results with green '**Ad**' labels next to them, as your webpage won't show up here unless you have an active campaign in Google Ads.
3. *Start Afresh If you Want to Search for a Second Ranking.* Open another private browser if you want to search for more terms. Google personalises search results based on progressive searches, so reopening a private window helps you avoid that.


This approach may be the best option for smaller websites, but it is generally not deemed to be the best choice.

Option Two: Check Your Keyword Ranking with Third-Party SEO Tools

The second option is using third-party SEO tools, and generally speaking, most well-known SEO tools will include a reliable **rank tracker**. The key difference is whether a tool shows all of your search engine rankings or just gives you information on particular keywords that you have specified. Below we provide a list of some popular SEO tools that can be used to check keyword rankings, along with their varying pros and cons.

Which Third-Party SEO Tool to Use?

| | Ahrefs | Semrush | Moz | Mangools |
|------|--|--|---|---|
| PROS | Has a rank tracker, ranking index, and finds the majority of top 20 keywords your website ranks for. | Can identify almost every keyword that your site ranks for. You don't have to specify the keywords in advance. | Standard rank tracker included, keeps track of Bing rankings, and can specify the locations in which you wish keywords to be checked. | Mangools's SERPWatcher gives a clear insight into how your site ranks for many keywords and finds out who competes with you for the target keywords. Also gives you rank updates daily and is relatively cheap. |
| CONS | No way to test it out without committing to a subscription. | Doesn't track keyword rankings on Bing. | Moz's tools are deemed fairly unreliable and very changeable between indexes. | Mangool's apps do not integrate, and it lacks certain features that some of its competitors have. |
| |  |  |  |  |

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Ahrefs

- **Pros:** Ahrefs has a rank tracker. You can specify up to 300 keywords you want to keep track of (the positions are updated on a weekly basis). Ahrefs also has a ranking index and finds the majority of keywords that your website ranks in the top 20 for.
- **Cons:** Ahrefs stopped offering their seven-day trial, so there is no way to test it out without committing to a subscription.

Semrush

- **Pros:** Semrush can identify almost every keyword that your site ranks for, and you don't have to specify the keywords in advance. You also have the choice of compiling a list of hand-picked keywords you want to check Google rankings for regularly.
- **Cons:** Semrush doesn't track keyword rankings on Bing.

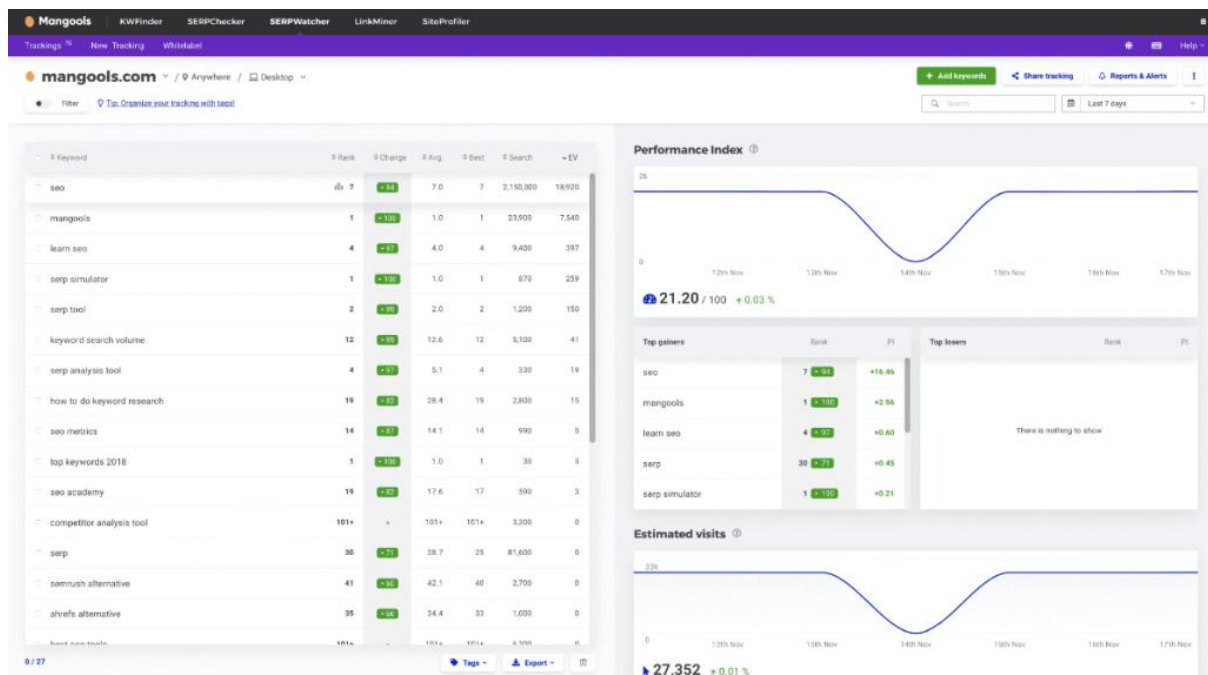
Moz

- **Pros:** Moz has a standard rank tracker included. The lowest pricing tier available allows you to track 300 keywords. Additionally, you can specify the locations in which you wish each keyword to be checked. Moz also keeps track of Bing rankings.

- **Cons:** While you get 300 keywords, checking various locations for a single keyword counts as a separate keyword, so you can eat into your 300 keyword limit very fast. Plus, the rest of Moz's tools are deemed fairly unreliable and very changeable between indexes.

Mangools

- **Pros:** Mangools's SERPWatcher gives you a clear insight into how your website ranks for dozens of different keywords and is able to find out who competes with you for the target keywords. Mangools also gives you rank updates on a daily basis. A further pro is its relatively cheap pricing plan compared to other similar tools.
- **Cons:** Mangools offers five different apps, including SERPWatcher, but they do not integrate, making the user experience cumbersome. It also lacks certain features that some of its main competitors have, such as Content Explorer on Ahrefs and a side audit tool on Semrush.



Free Third-Party SEO Tools

Below we list a couple of free SEO tools that allow you to easily and quickly check where you rank on Google and evaluate the results of your SEO campaign.

Ahrefs Keyword Rank Checker

Keyword Rank Checker is one of the free SEO tools that help you understand how well your website ranks for target keywords and keep track of competitors' rankings. While entering the keyword you'd like to see if you rank for, Ahrefs Keyword Rank Checker scans Google's results and shows you your position. With the help of this optimisation tool, you don't have to scan Google search results manually, and no personal information distorts your results, helping you avoid biased personalised search results.



< Free SEO Tools

Keyword Rank Checker

See where you rank for any keyword in 243 countries.

best pizza boston pizzeriaregina.com United States Check rankings

This tool gives you a number for where you rank in the Google organic search results. For example, checking the pizzeriaregina.com position for the keyword 'best pizza Boston,' you see that the website is in the #16 position:



Current position for "pizzeriaregina.com": #16 Ranking & SERP updated 4 hours ago

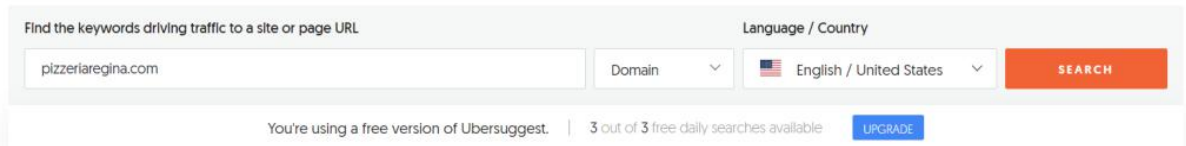
| Search result | AR | DR | UR | Backlinks | Domains | Traffic | Keywords |
|---|------|----|----|-----------|---------|---------|----------|
| 16 Home Regina Pizzeria, Boston's Brick Oven Pizza http://www.pizzeriaregina.com/ | 1.2M | 43 | 50 | 3,995 | 2,040 | 14,521 | 3,070 |

Taking this position into account, you can re-run this tool in a month and see whether you've improved for the keywords. You can also use Keyword Rank Checker to check different keywords.

Ubersuggest

Another SEO tool to check your rankings on Google is **Ubersuggest**. The tool tracks search results for millions of keywords as well as which websites rank for these keywords. With Ubersuggest, you have three free lookups per day, allowing you to find many new keywords that your website ranks for that you may not even know about.

With this tool, you enter your website's URL, choose your language and country in the drop-down, and wait for results.



In the **'Keyword'** column, you'll see keywords you rank for on Google, and in the **'Position'** column, you'll be able to check the position of your website in this search engine.

| | KEYWORDS | VOLUME | POSITION | EST. VISITS | SEO DIFFICULTY |
|--------------------------|--|--------|----------|-------------|----------------|
| <input type="checkbox"/> | regina's pizzeria pizzeriaregina.com/ | 49,500 | 1 | 11,217 | 61 |
| <input type="checkbox"/> | regina pizzeria pizzeriaregina.com/ | 49,500 | 1 | 11,217 | 79 |
| <input type="checkbox"/> | regina pizza pizzeriaregina.com/ | 49,500 | 1 | 11,217 | 73 |
| <input type="checkbox"/> | polcaris pizzeriaregina.com/polcaris/polcaris_saugus.html | 6,600 | 1 | 2,332 | 64 |
| <input type="checkbox"/> | regina's pizzeria boston pizzeriaregina.com/ | 1,600 | 1 | 647 | 79 |
| <input type="checkbox"/> | regina pizzeria boston pizzeriaregina.com/ | 1,600 | 1 | 647 | 77 |
| <input type="checkbox"/> | pizzeria regina boston pizzeriaregina.com/ | 1,600 | 1 | 647 | 77 |

With the help of this free tool, you'll be able to check your position on Google and realise there are lots of other keywords you could rank for to bring you traffic. By using Ubersuggest, you can also find keywords with decent volume where you're ranking in Position 10+ and improve your content using these keywords, so that Google might move you up to Page One.

Option Three: Find Your Google Ranking for Keywords Using Google Search Console

This final option requires setting up **Google Search Console** for your website. Google Search Console is a free web service. If you do not already have an account on Google Search Console, you will get some directions to verify your new account upon visiting the following website: <https://search.google.com/search-console/welcome>. Once it has been verified, you can access the **'Search Analytics'** report. Please note that it can take roughly two days before this report displays data. The Search Analytics report will present nearly all of the keywords your website is ranking for. Usefully, you can break those Google keyword rankings down by numerous filters, including page, keyword, desktop or mobile, and more. Google Search Console is a brilliant way to view virtually every keyword your website ranks for. Essentially it helps you discover facets of your site's search engine ranking that you never even knew existed.

Additionally, once you have the Console set up for your website, go to the '**Performance**' tab and click the buttons at the top to check the following info:

- Total Clicks
- Total Impressions
- Average Click-Through Rate (CTR)
- Average Position.

After that, you'll see a list of keywords and several columns of data. The '**Position**' column will also show where your website ranks in the search results. Additionally, Google Search Console is the only tool that can show you which keywords brought real people to your website with its '**Total Clicks**' tab. While other similar tools can show you where you rank, Search Console demonstrates what actually brought you traffic. You can also keep scrolling down to see which keywords with a high number of impressions you aren't getting clicks for yet.

One of the pitfalls of this web service is that it doesn't show you how often people actually search for those keywords. This is also referred to as search volume and could be highly useful if you wish to make any alterations to a page based on its ranking.

A solution to the search volume issue is to use the '**Keywords Everywhere**' browser extension. There is a free option as well as a paid one, but only the paid options provide information regarding search volume. It is a Chrome or Firefox browser extension that can show keyword volume on the Google SERPs in Google Search Console, Google Analytics, eBay, Amazon, and more. This information is based on aggregate data from several SEO tools. Therefore, if you pair Keywords Everywhere with Google Search Console, you can consider your Google keyword rankings next to the search volume of every keyword. This helps you understand the overall picture of where your website stands naturally.

Check Keyword Rankings in Google Analytics

If you wish to keep track of your analytics and organic search data in the same place, you need to link Google Search Console with your **Google Analytics** account. Here is how to connect them:

Firstly, go to the Google Analytics **admin panel** (click the little gear icon in the lower-left corner of any report within this web service).

1. To connect Analytics with Search Console, navigate to the tab **'Property Settings'** within the middle column titled **'Property'**.
2. Scroll down and click **'Adjust Search Console'**.
3. Click the **'Add'** button.
4. This will then display a complete list of Google Search Console properties that your current Google Account has access to. Pick the relevant property.
5. Google Search Console will then open, and you will be asked to associate your property.
6. Click **'Continue'**. Then you will see a screen asking you to confirm your associations. Click **'Associate'**.
7. Go back to Google Analytics and refresh the page. You should see your Google Search account. Click **'Save'**.

Following these steps means that when you go on to Google Analytics and select **'Acquisition' > 'Google Ads' > 'Search Queries'**, you can see a list of keywords that users type to find your website on Google.

Check Your Google Keyword Ranking

When determining the best approach for you, you should consider your budget and the number of keywords you need to track. This will help you decide your best option for checking search engine rankings. Whether you choose the manual, third-party tool, or Google Search Console avenue, keyword research and checking your keyword rankings can prove highly beneficial for your SEO efforts.

Chapter Summary

- Keyword research and understanding Google keyword rankings is an important aspect of SEO because it can help you attract more visitors to your site that are highly targeted. Essentially, it can reveal crucial information on how to grow your business.
- Be aware of personalised search as it can lead to misinterpreted information. Therefore, you should avoid personalised search when checking your keyword ranking.

- There are three main ways to check your keyword ranking: manually, using third-party tools, or using Google Search Console with Google Analytics.

Chapter Five:

How to Choose the Best Keywords and How to Analyse Them on Ahrefs

Now that we have established why it is so important to conduct keyword research and check keyword rankings, in this chapter we explain how to find and select the best high-converting keywords for your website. We also take a more detailed look at SEO keyword tracker tool Ahrefs and how it can be used to evaluate keywords.

How to Choose the Best Keywords for SEO?

Using the right mix of keywords and phrases puts your website at an incredible advantage. The goal is to find keywords that will bring in a larger amount of traffic to your website. Note that people use a plethora of search terms to find something on the Internet, but you can narrow down your options by considering these critical factors below:

Relevance

Google ranks pages according to their **relevance**. That's why it makes plenty of sense to create pages that meet the searchers' needs. Make sure you use keywords that perfectly fit the subject matter of your content. Otherwise, crawlers will find it spammy and less authoritative, which means you have a lower chance of ranking.

Search Volume

This metric refers to how many times a keyword is searched every month. Sometimes, optimising keywords is not enough to attract an audience. You may hit the top spot for a certain keyword, but what if not a lot of people are searching for it? Obviously, if no one uses your keywords, they won't drive much traffic to your website. Targeting keywords with higher **search volume** increases your likelihood of reaching a swarm of people who might be interested in your services.

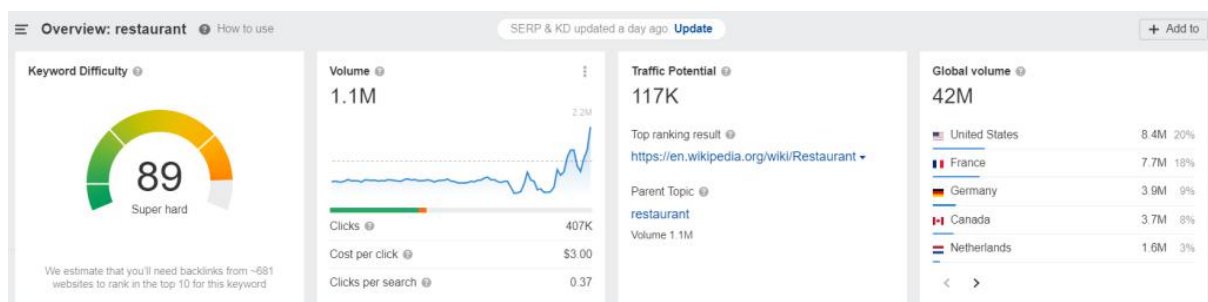
Competition

A keyword's **competitiveness** is measured by how often it is used by other websites and ranks on search results. If your website is fairly new and you just don't know where to start, check out the keywords your potential competitors are already ranking for and use them to your advantage. Not only will you gain an understanding of what your rivals are up to, but it will also help you push their traffic towards your own site.

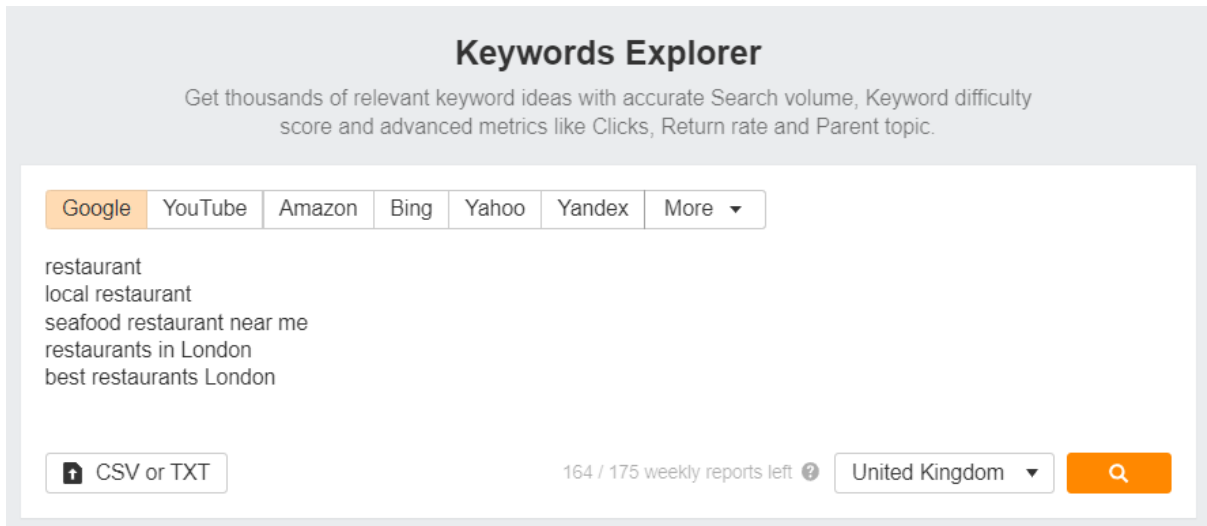
Using Ahrefs for Keyword Analysis

Now that we have explained how to choose the best keywords for your SEO efforts, we will now teach you how to look up keywords that you or your competitors are ranking for using one of the most reliable SEO tools available today.

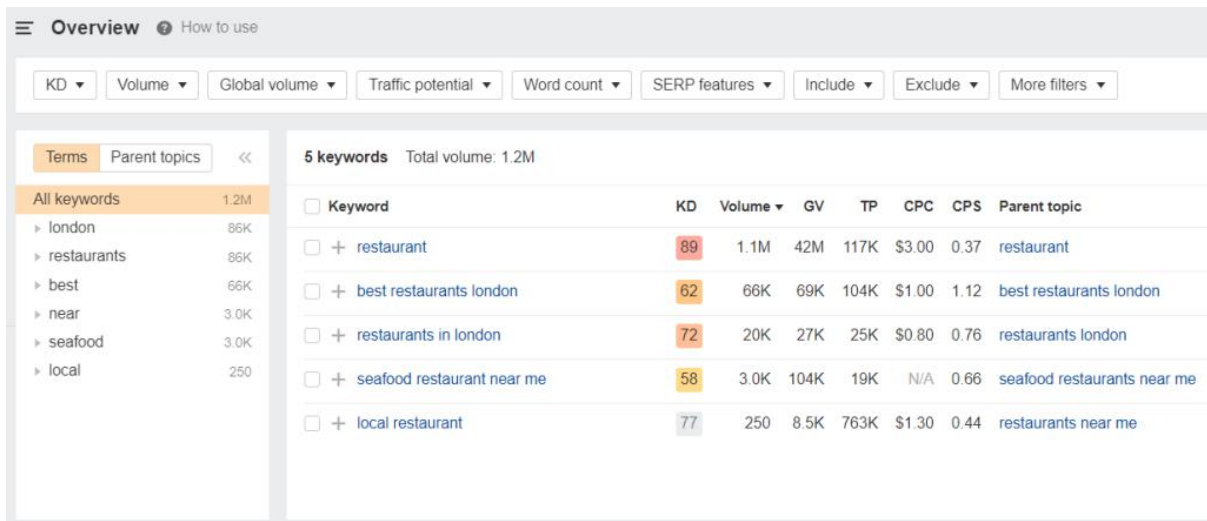
As touched upon in the previous chapter, **Ahrefs** is a popular SEO tool for monitoring and identifying dozens if not hundreds of keywords related to a query. To analyse a keyword, click '**Keywords Explorer**' on the upper right portion of Ahrefs' homepage. Type a specific keyword into the search column and hit enter. It should give you an overview of the keyword's estimated search volume and traffic potential. The latter refers to the number of organic traffic the top-ranking page receives for this particular keyword. As you can see from the image below, the keyword 'restaurant' is searched more than one million times on Google, while its highest ranker receives 117,000 organic traffic per month.



You can also track multiple keywords at the same time. Just make sure to separate the keywords by placing a comma in between them or by pressing '**Shift + Enter**' to create a new line as shown in the next screenshot.



Once you have clicked on the search icon, it should display some ranking data for each keyword. It's a sensible idea to explore search terms in bulk because it's easier to determine which keywords are popular and have the potential to drive the most traffic to a website.



Now, if you want to find keywords for which your website is ranking, switch to the **'Site Explorer'** tab, type your domain or URL into the address bar and press **'Enter'**. You should find **'Organic Keywords'** in the **'Organic Search'** dropdown. Click it to see a list of your top-ranking keywords, alongside essential metrics such as search volume, traffic and position.

http + https www.grubhub.com/ Subdomains Settings

Overview
Overview 2.0
Site structure **New**
Backlink profile
Backlinks
Broken backlinks
Referring domains
Anchors
Referring IPs
Internal backlinks
Link intersect
Organic search
Organic keywords
Top pages
Top subfolders
Top subdomains
Competing domains
Competing pages
Content gap
Paid search
Paid keywords
Ads **New**
Paid pages
Pages
Best by links
Best by links' growth
Top content
Outgoing links
Linked domains

Organic keywords

United Kingdom Position Volume KD CPC Traffic SERP features Word count Keyword

Show results Cancel

5,395 keywords 26 May 2022 Compare with: 26 Apr 2022 Multiple URLs only

| Keyword | SF | Volume | KD | CPC | Traffic | Change | Position | Change |
|---|----|--------|----|------|---------|--------|----------|--------|
| <input type="checkbox"/> + grubhub | 3 | 1.3K | 55 | 0.45 | 737 | +19 | 1 | |
| <input type="checkbox"/> + food near me | 2 | 49K | 82 | 1.23 | 431 | -108 | 9 → 10 | ▼1 |
| <input type="checkbox"/> + grubhub goods menu | 3 | 300 | 4 | N/A | 226 | +226 | x → 1 | New |
| <input type="checkbox"/> + food delivery | 3 | 5.2K | 90 | 0.42 | 173 | -49 | 4 → 5 | ▼1 |
| <input type="checkbox"/> + restaurants near me | 2 | 137K | 77 | 2.05 | 135 | +135 | 29 → 9 | ▲20 |
| <input type="checkbox"/> + dessert near me | 3 | 3.3K | 13 | N/A | 128 | | 8 | |
| <input type="checkbox"/> + takeout restaurants open now near me | 2 | 2K | 49 | N/A | 117 | -29 | 5 → 6 | ▼1 |
| <input type="checkbox"/> + food delivery near me | 1 | 2.1K | 44 | 0.62 | 85 | -21 | 5 → 6 | ▼1 |
| <input type="checkbox"/> + thai food near me | 3 | 1.3K | 23 | 0.77 | 68 | +68 | 38 → 3 | ▲35 |
| <input type="checkbox"/> + sea food restaurant near me | 3 | 1.5K | 62 | N/A | 0 | -59 | 8 → x | Lost |
| <input type="checkbox"/> + mcdonald's near me | 2 | 7.5K | 14 | 0.31 | 58 | +58 | x → 8 | New |
| <input type="checkbox"/> + food open near me | 3 | 2.5K | 16 | 1.18 | 50 | +10 | 8 → 7 | ▲1 |
| <input type="checkbox"/> + delivery near me | 1 | 1.3K | 94 | 0.61 | 49 | -12 | 5 → 6 | ▼1 |
| <input type="checkbox"/> + empanadas near me | 2 | 450 | 34 | N/A | 42 | | 4 | |
| <input type="checkbox"/> + healthy food near me | 4 | 1.6K | 14 | N/A | 39 | +19 | 13 → 10 | ▲3 |
| <input type="checkbox"/> + grubhub goods | 4 | 300 | 15 | N/A | 36 | +36 | x → 3 | New |

The above data also shows recent changes in the keywords' traffic and rankings. For example, Grubhub ranks #1 for the keyphrase 'grubhub goods menu'. Due to novelty, it is yet to reveal any changes in its ranking, although it has earned more than 200 organic visitors in just a month.

To find other keyword ideas, follow the same steps so you can see which of your competitors' keywords are ranking on search engines. You can also go back to the 'Keywords Explorer' tab and search for another keyword. It should give you several lists of related keywords and queries that also rank on SERPs.

| Terms match | Questions | Also rank for | Also talk about |
|--------------------------------|--|--------------------------|-----------------------|
| restaurant 1.1M | when can you eat inside a restaurant 1.1M | restaurants 1.4K | restaurants 1.5M |
| indian restaurant 227K | when restaurant open 1.0K | restaurant 1.0K | restaurant 1.1M |
| indian restaurant near me 180K | how many people can eat in a restaurant 1.0K | restaurants near me 1.0K | food 1.1M |
| italian restaurant 163K | where is the first dates restaurant 1.0K | tripadvisor 1.0K | london 789K |
| chinese restaurant 132K | when can you eat inside a restaurant uk 1.0K | pubs near me 800 | google analytics 662K |

View all 871,429 > View all 10,012 > View all 5,184 > View all 131 >

Keywords are Key to SEO

Keywords are a critical ingredient in search engine optimisation. However, not all keywords are created equal. To become effective, keywords must be well-researched and selected based on important ranking factors, such as relevance, search volume and competition. Please note that search engine rankings are bound to change daily as new pages continue to go live. Therefore, it is always a great idea to perform keyword research and planning every day, such as by using Ahrefs, in order to stay ahead of the competition.

Chapter Summary

- When selecting the best keywords for your website, consider relevance, search volume, and competition. It is essential to target relevant and high-intent keywords when constructing a robust SEO strategy.
- With the right tools and know-how, you can easily identify the keywords that your website is already ranking for, compare them to those that also work well for your competitors, and plan your next steps to increase your web presence. A highly recommended tool is Ahrefs.

Chapter Six:

Seven Important Metrics for Measuring Your Website

An integral part of SEO is measuring its results, as it helps you understand whether your SEO efforts actually make sense. But, how do you assess outcomes in a digital world? With thousands of data points at your fingertips, it can be challenging to determine just which metrics are valuable and which are not. This chapter will discuss some of the most critical SEO metrics to watch and a few tips to help maximise the strategies that are already generating the best results for your website.

An Introduction to Metrics

A website is a powerful tool for driving leads to your business. However, without analysing the performance of your website, everything becomes a guessing game. As of writing, there are nearly 2 billion websites on the world wide web. About 200 million websites are active, and thousands more will likely spring up by the time you finish reading this chapter. This means that there is guaranteed tight competition among billions of websites online. And a critical question to ask is, how do you ensure your website's success over a vast number of competitors?

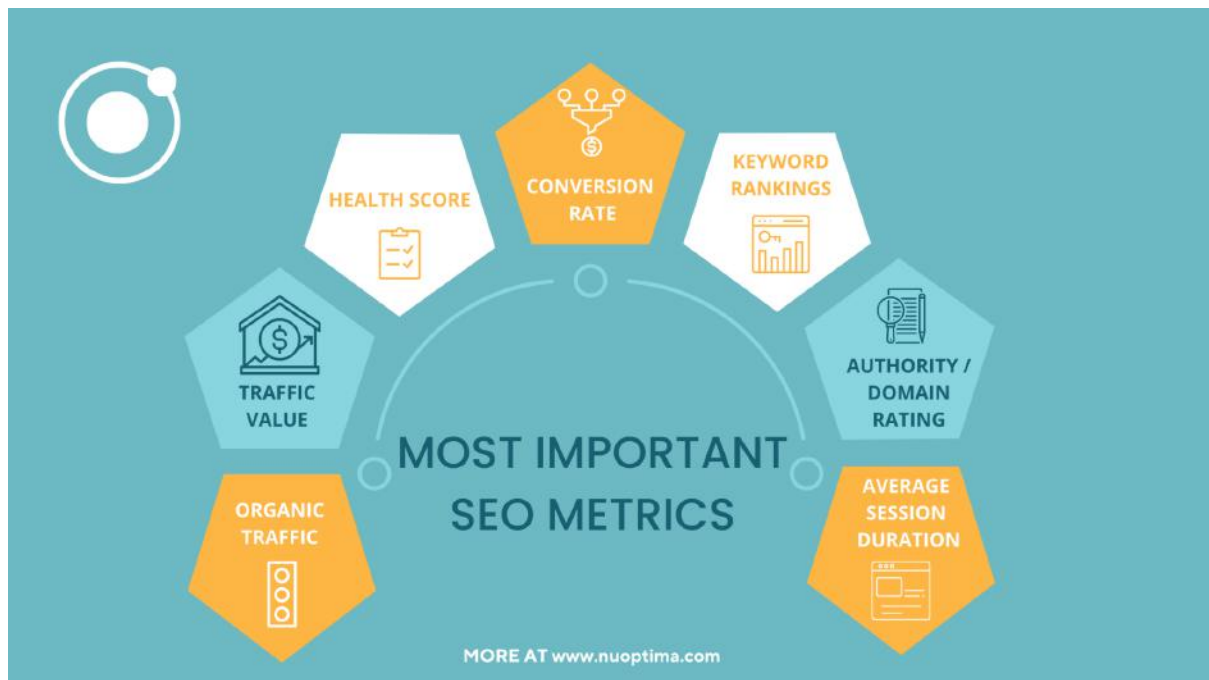
Let's talk about metrics. Metrics are a great way to monitor the progress of your SEO activities. SEO experts use analytics tools to know how much traffic a website gets on a daily basis. Take note that not all people who visit your website will convert into paying customers. Hence, you need to gather all kinds of metrics and dimensions, including where these visitors are browsing from, what types of devices they're using, how long they are staying on each page, and how soon they are leaving. Assessing these numbers helps you determine how well or poorly your website is functioning, and thus, which areas of your online marketing techniques work well with quality audiences, and which can be improved or removed entirely.

It is worth noting that search engines' algorithms and systems constantly change. Google alone is estimated to make around 500–600 updates to its algorithm every year in order to give users the most accurate answers to their queries. While these changes do not

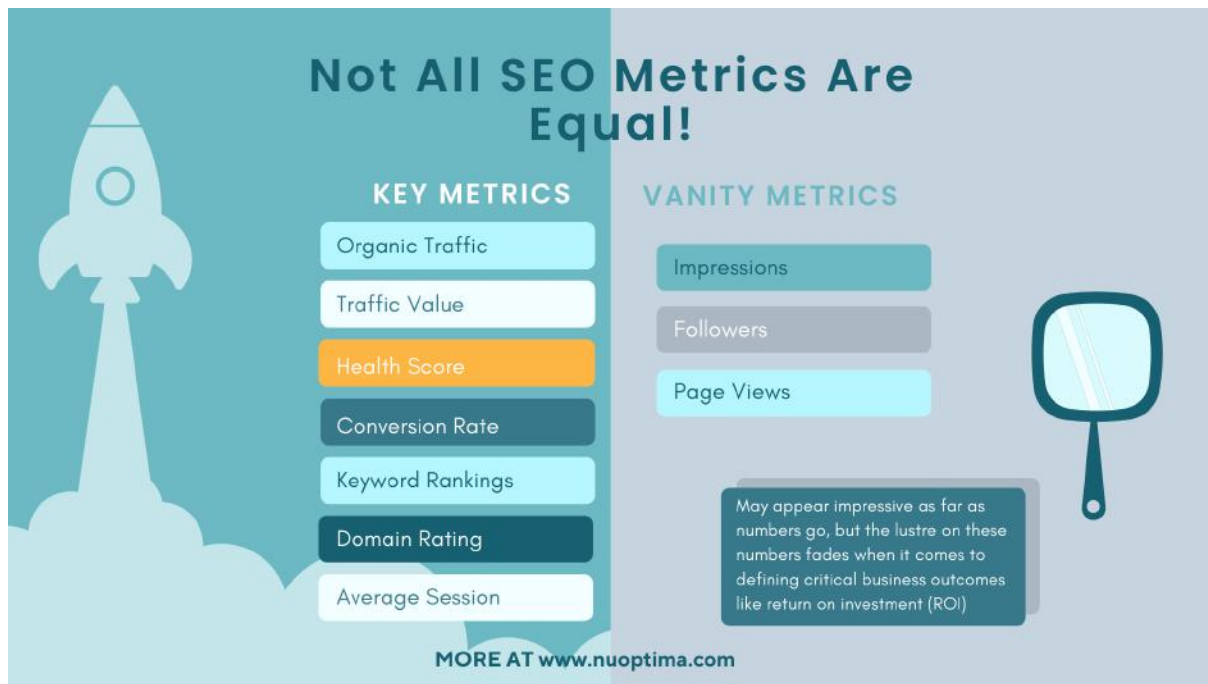
necessarily influence the SEO landscape, massive updates may impact a website's ranking or the traffic it receives, thereby suggesting a need to fine-tune search engine optimisation strategies. With that in mind, it's best to keep a close eye on your SEO metrics to ensure your website always aligns with different search engine trends and best practices.

In the next section, you will learn how to assess key metrics using a variety of tools.

Seven Key Metrics to Watch



Metrics are indicators of a website's overall performance. It is easy to get confused with numerous metrics to consider, from website traffic to conversion rate and more. However, while many are helpful, some are just vanity metrics that have nothing to do with how you make decisions for your present success or future marketing goals.



Common vanity metrics include page views, social media followers, and impressions. These metrics are not utterly useless as they are valuable in measuring brand awareness, social engagement and other non-transactional marketing goals. Nonetheless, website owners should put emphasis on metrics that directly impact their return on investment (ROI).

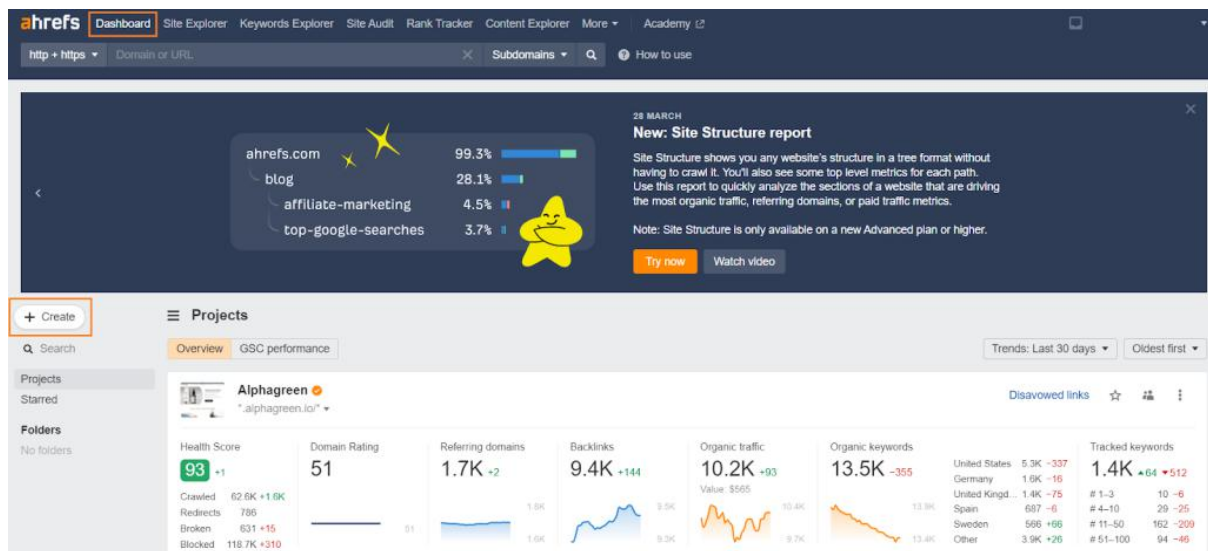
That's where actionable metrics come in. Unlike vanity metrics, actionable metrics are measured to make data-driven decisions that align with business goals. Basically, they contribute to identifying which areas of your campaign need improvement. If metrics do not help keep your SEO strategies in constant progress and deliver better returns, what's the use of tracking them? The following are seven critical SEO metrics you should be watching on a daily basis.

Organic Traffic

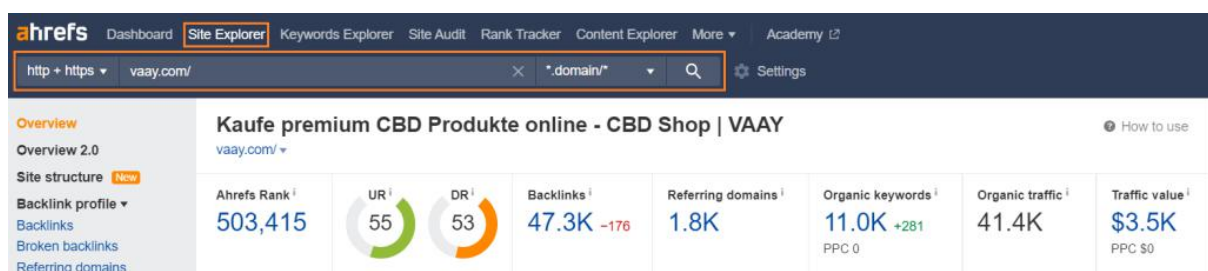
This metric helps you measure the average number of visitors who discovered your website via organic search results, instead of display ads or email newsletters. Measuring your website's **organic traffic** is imperative as it helps evaluate the effectiveness of your SEO campaigns. According to a HubSpot study, organic traffic is generally higher in quality as compared to direct or paid traffic because these people are intent-driven. Quality traffic embodies the buying persona of your target audience. That means they are more likely to buy your products or services, so long as your website provides the solution or answer they need.

How To Track Organic Traffic

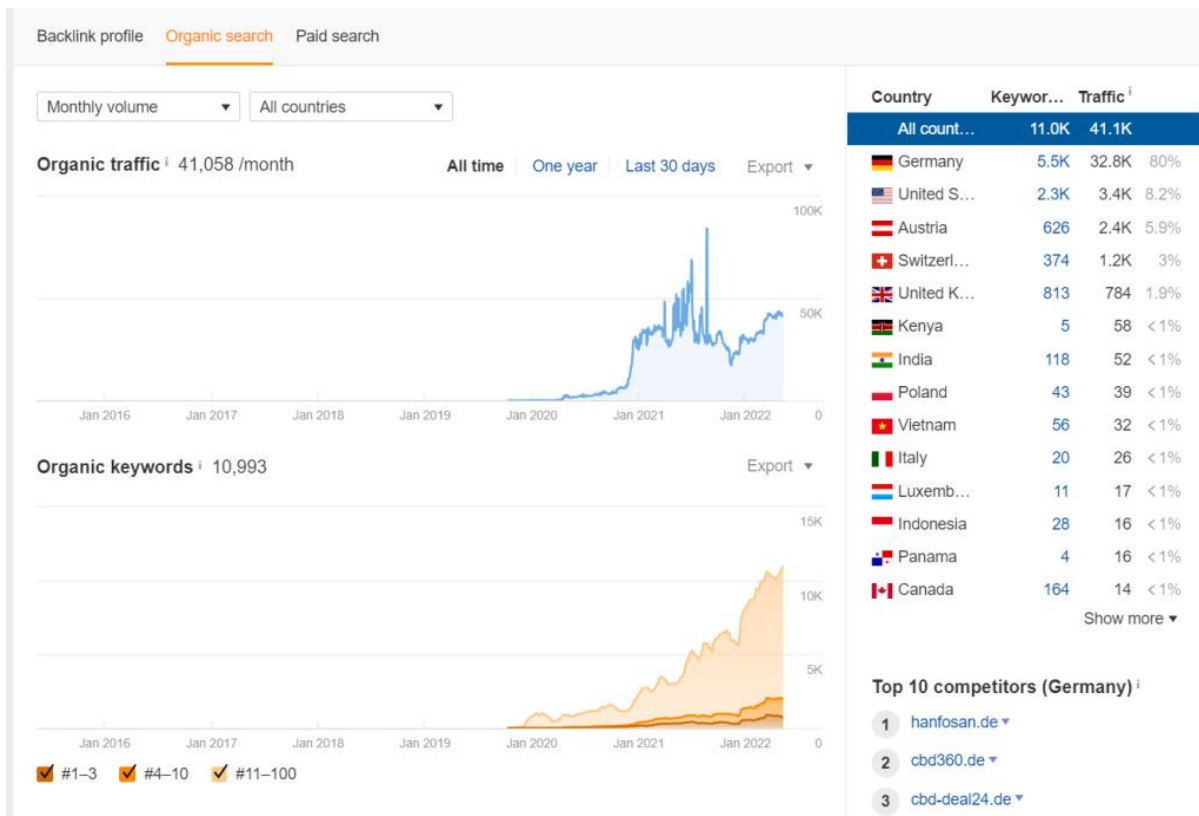
Ahrefs can give you a rough estimate of your monthly organic and paid traffic. As mentioned in the previous chapters, you can use this multipurpose tool to measure SEO strategies, such as link building, rank tracking, competitor analysis, keyword research and more. Once you have created your Ahrefs account, you will have access to your monthly traffic and other essential metrics not only for your website but also for your competitors'. You can add your website to the 'Dashboard' by creating a new project. Here's what it should look like:



To pull up any functioning website, go to the 'Site Explorer' tab and enter the domain or URL. The screenshot below presents a key metrics report for: <https://vaay.com>. According to the data, this website earns over 40 thousand organic traffic per month.



As you scroll down, you will see an interactive graph that demonstrates the change in organic traffic for VAAY's website over time. Those visitors come from several countries across the globe, including those from which this website garners the most traffic: Germany, the United States, Austria, Switzerland and the United Kingdom.



Traffic Value

The value of a visitor to your website is another critical metric to keep in mind. You can access your **traffic value** on the same Ahrefs page alongside organic traffic. To be clear, the traffic value refers to the amount of money it would cost your business if you pay for ads to rank for the exact keywords you use and get that similar traffic volume. Generally, the more organic traffic you have, the higher your traffic value. Take note that increasing traffic value is a good indicator of a successful SEO campaign, which often translates to a better return for your business. If VAAY accrues as much as \$3,500 worth of traffic, that means the owner saves thousands of dollars on paid advertising every month.

| URL | Traffic | Value | Keywords | Top keyword | Volume | Position |
|--|-------------|--------|----------|-----------------------|--------|----------|
| https://vaay.com/ | 6,992 19.0% | \$160 | 519 | cbd shop | 9.4K | 3 |
| https://vaay.com/blogs/hanf-wissen/cannabis-420 | 3,449 9.4% | \$20 | 112 | 420 bedeutung | 8.1K | 1 |
| https://vaay.com/blogs/hanf-wissen/cbd-wirkung | 3,024 8.2% | \$626 | 303 | cpd wirkung | 11K | 5 |
| https://vaay.com/blogs/hanf-wissen/cbd-im-strassenverkehr | 1,672 4.5% | \$2.7 | 308 | cbd drogentest | 600 | 1 |
| https://vaay.com/blogs/hanf-wissen/cbd | 1,221 3.3% | \$563 | 72 | was ist cbd | 5K | 1 |
| https://vaay.com/blogs/hanf-wissen/cbd-dosierung-cbd-anwendung | 1,063 2.9% | \$131 | 223 | cbd öl dosierung | 1.9K | 8 |
| https://vaay.com/blogs/hanf-wissen/nebenwirkungen-und-wechselwirkungen-von-cbd | 1,024 2.8% | \$0.92 | 509 | cbd öl nebenwirkungen | 2.4K | 4 |
| https://vaay.com/collections/gummies | 926 2.5% | N/A | 61 | cbd fruchtgummies | 18K | 8 |
| https://vaay.com/collections/diffuser-pens | 864 2.3% | \$0.18 | 74 | cbd vape pen | 900 | 1 |
| https://vaay.com/collections/cbd-oei | 844 2.3% | \$25 | 132 | cbd öl kaufen | 27K | 12 |
| https://vaay.com/blogs/hanf-wissen/schisandra | 823 2.2% | \$549 | 27 | schisandra beeren | 600 | 1 |
| https://vaay.com/blogs/cbd-magazin/schlafen-mit-cbd | 778 2.1% | \$0.48 | 130 | cbd öl schlaf | 1K | 4 |
| https://vaay.com/blogs/hanf-wissen/cbd-blueten | 720 2.0% | \$2.5 | 112 | cbd rauchen legal | 1.6K | 3 |
| https://vaay.com/en | 696 1.9% | \$0 | 45 | vaay germany | 100 | 1 |
| https://vaay.com/products/vaay-diffuser-pen-mint | 657 1.8% | N/A | 15 | cbd pen | 700 | 1 |
| https://vaay.com/products/vaay-mundspray-10-10ml | 645 1.7% | \$51 | 88 | cbd spray | 1.1K | 3 |

You may also check the traffic value of specific pages on your website. On the **'Site Explorer'** page, click **'Top Pages'** under **'Organic Search'**. Scroll down a bit to see the list of your landing pages, which should look like the above figure. You can sort them by traffic value to know which pages drive the most traffic and thus, accumulate the highest traffic value.

Health Score

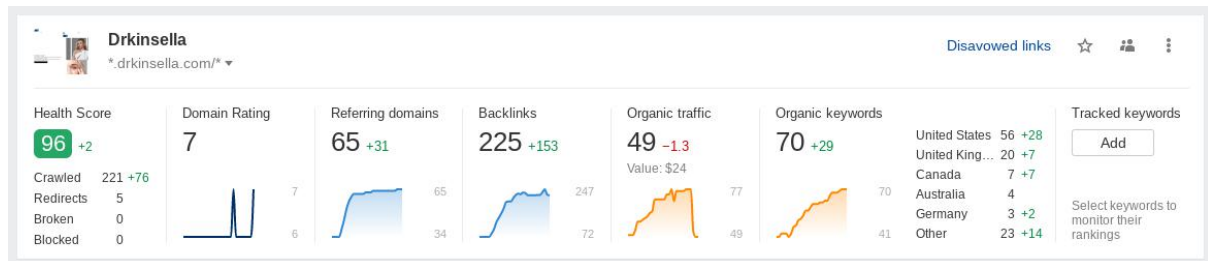
It's surprising to know that many business owners are still clueless about how healthy their websites are. They seem not to know because they don't bother measuring their health scores anyway. Take note that just because a website is beautifully designed does not mean it is healthy. Search engines are not ranking websites based on appearance alone. Aside from aesthetics, they also consider whether these websites are fully optimised and show relevance to specific search queries.

Health score is an essential SEO metric that determines the degree to which a website is optimised. To get that, you need to measure the number of internal URLs or pages with errors on your website. Divide it by the total number of webpages you have, and multiply the answer by 100. Your website's health score is, therefore, presented as a percentage, indicating the ratio between pages with and without technical errors. This suggests that the higher a website's health score, the better.

It pays to know that common website errors, such as broken links, missing alt text tags and more, often lead to a negative user experience and impression, affecting a website's search engine rankings in a bad way. Optimising your pages is an effective strategy to improve your

position on Google. Otherwise, you are missing out on a lot of great opportunities to rank highly on keywords that prospects are searching for to find your products or services.

You can use SEO tools to help discover your health score. For instance, in Ahrefs on the 'Dashboard' you will be able to see the health score for your listed websites in the green box on the left.



Conversion Rate

Tracking your **conversion rate** is indisputable as it measures the success of your campaign and gives you an insight into how your audience interacts with your website. Conversion is the point at which your visitors respond to your marketing message or call to action (CTA). This could be anything from purchasing an item to signing up for a free trial service or submitting a contact form. Whatever action it may be, you must track it to see what SEO strategies are working and what aren't. This enables you to allocate your marketing efforts and budgets better based on what drives your audience to convert most.

A higher conversion rate means your marketing strategies are effective in driving the right traffic to your website and providing a smoother and more compelling experience to your visitors. On the flip side, any significant drop in conversion rates could be influenced by many factors, such as an unoptimised website, irrelevant content, or unclear value propositions.

How to Calculate Website Conversion Rate

Calculating your website conversion rates is relatively easy. Here's a handy mathematical formula to get your conversion rate:

$$\text{Conversion rate} = (\text{number of conversions} / \text{total visitors}) \times 100$$

Let's say your page has 10,000 organic visitors with 3,000 conversions per month. If you follow the above formula, you will get 30%. That means 30% of your total visitors have taken your desired action(s).

To know your conversions and all sessions to your website, you may use tools like **Google Analytics** or **HubSpot**.

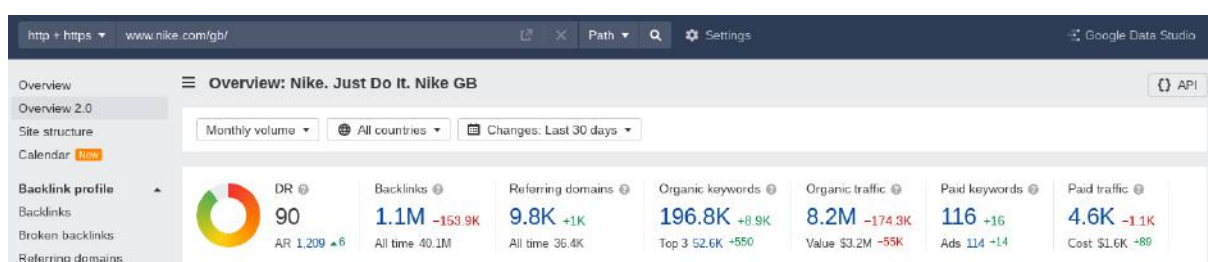
Keyword Rankings

This metric will be familiar as the previous two chapters reinforced the importance of keywords and **keyword rankings**. Experts agree on the utmost importance of organic keyword rankings when it comes to SEO. It's not a secret that the basic goal for any SEO campaign is to get higher positions on SERPs. Google typically displays at least ten organic results on each page. According to a 2014 CTR analysis conducted by Moz, roughly 70% of web traffic clicks on the first page of Google. And in recent years, the population has been reported to increase up to 92%. The first five search results get roughly 67% of clicks, whereas only 3% goes to the remaining five. Thus, obtaining higher positions means being closer to the top result on the first page.

When someone searches for keywords related to your page's subject matter, the spot on the SERP in which your landing page is shown indicates your keyword ranking. Ideally, the more relevant a keyword is to your business, the more likely that your website will rank highly for it. Keyword rankings are a critical metric because it directly relates to the success of your SEO activities. Once you obtain higher search positions, you're bound to achieve other fundamental objectives of your SEO campaign, such as enhanced organic traffic, leads, and conversions.

Domain Rating/Authority

Domain rating, also known as **domain authority (DA)**, is a metric that foretells how likely a website is to appear on SERPs. Similar to a website's health score, domain authority is also built on a logarithmic scale, ranging from 0 to 100. Apparently, domains with higher ratings have a higher probability of ranking better than those with lower scores. To assess your domain rating, you can use SEO tools such as **Ahrefs**, **Semrush**, and **Moz**. Below, you can see a screenshot of Nike's **domain rating (DR)** displayed on the Ahrefs '**Dashboard**' represented as the colourful circle. Unsurprisingly, Nike has a very high domain rating:



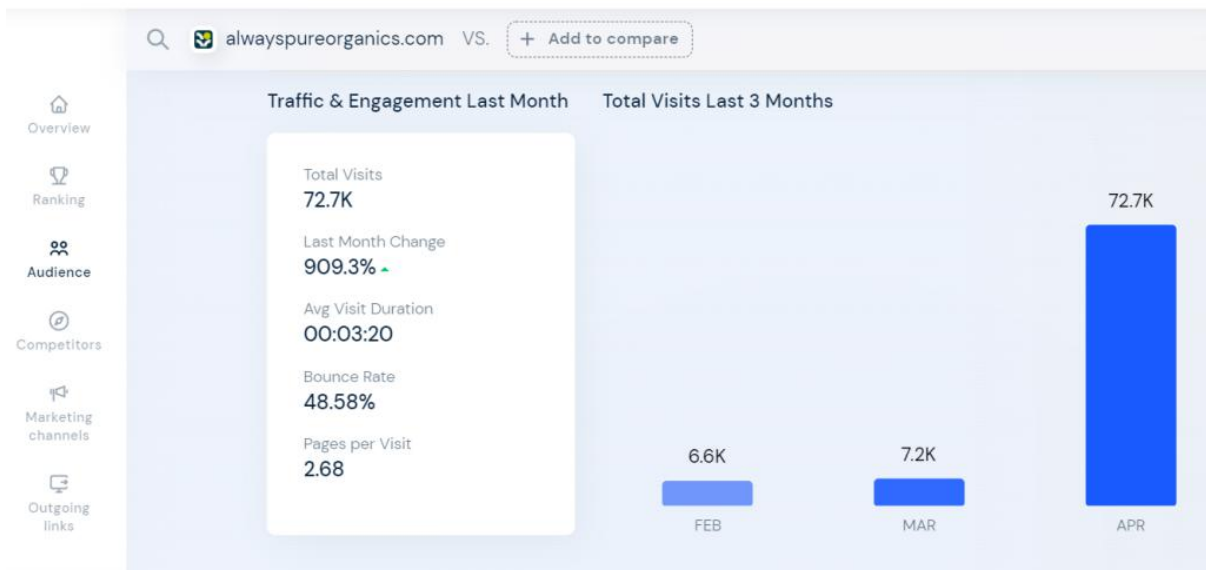
Just to be clear, domain authority is not an official ranking factor of Google. Still, it makes sense to track this metric because it is calculated based on several important factors, including the number of backlinks, search traffic, and the quality of referring domains. These elements play an essential role in most search engine algorithms. Hence, working towards improving your website's domain authority is imperative if you want to outrank your competitors and earn optimistic results.

Average Session Duration

This metric enables you to estimate the amount of time visitors spend on each of your webpages. The **average visit duration**, also known as a session, is an excellent indicator of how compelling and engaging your copies are. Among all metrics we've discussed, this one gives you the most valuable insight into your power to drive visitors deeper into the conversion funnel. Essentially, the longer your visitors stay on your landing page and explore other areas of your website, the more likely that they value your information and show intent to purchase your products or services. Shorter sessions typically suggest otherwise.

But, what is an ideal time on page? According to a 2021 survey conducted by Databox, the average time people spend on a certain blog is between **three to five minutes**. While that doesn't seem much, a few minutes is enough time for visitors to navigate your website and learn what it has to offer, as long as it is fully optimised. You can use this duration as a benchmark, but you don't necessarily have to meet it to be optimal. Aiming for more extended sessions is still paramount as it indicates more engaged visits, although it's not always the case.

For quick access to your monthly average visit duration, you may go to **www.similarweb.com** and type your website's URL into the search box. **Similarweb** is another useful tool that gives you a detailed overview of your website's monthly traffic analysis. Once you hit enter, go to the '**Audience**' section to see your average visit duration.



The above screenshot contains traffic and engagement data for Always Pure Organics. As you can see, it has accumulated more than 70 thousand visits over the last three months, with an average visit duration of about three minutes per page.

Acquiring more traffic is just the first step in driving sales and revenues. The next move is to persuade these people to add your products to their cart and hit the place order button. But remember, not all visitors are ready to buy from you the first time they see your website, regardless of how well optimised it may be. That's why monitoring session duration is a must. It helps estimate how engaged your audience is with your website. If it only takes a few seconds for users to visit and leave your fully-optimised website, something else could be missing. Perhaps you need to add more features or implement significant changes to your site structure. The point here is to always give your audience more reasons to stay.

Do Not Underestimate the Importance of Metrics

Analysing your website traffic and all other related metrics may seem like extra work.

However, once you get started, you should see how your website is performing, what your visitors are actually doing on your website, and how long they are staying on its pages once they arrive. From there, you'll have a clear insight into the methods you need to work on in order to improve your website, increase your organic traffic, and reach your marketing goals. It's essential if you are conducting SEO to view these metrics as benchmarks that help point your marketing strategies in the right direction.

Chapter Summary

- A lot of time and effort is often invested into generating website traffic, but not much is put into monitoring its size and quality.
- Measuring website traffic and other key metrics is one of the most critical steps in SEO to keep track of a website's performance and ensure you earn the best possible return on your search engine optimisation efforts.
- With the right tools, you can collect necessary data that deliver valuable insights to help shape your digital marketing strategies, improve customer experience, and ultimately improve sales.

SECTION THREE:

SEO FACTORS

Chapter Seven:

Top SEO Ranking Factors 2023

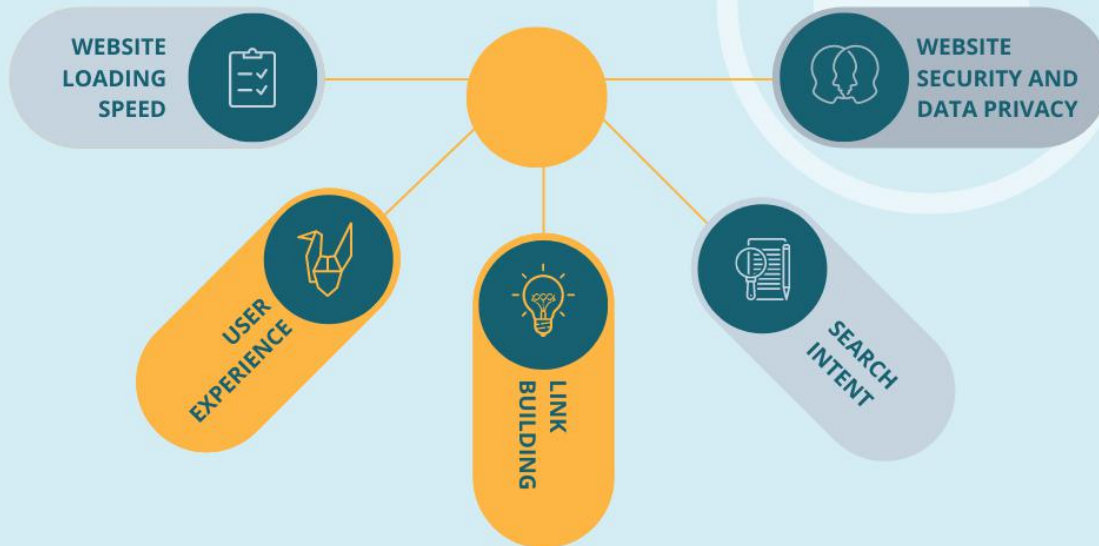
When performing SEO on your website, it is crucial to keep apprised of the latest SEO ranking factors. Understanding what factors are important allows you to better optimise your website and increase the chances of getting a top position in search engine results pages (SERPs). In this chapter, we explain what an SEO ranking factor is before listing the top SEO ranking factors for 2023.

What is an SEO Ranking Factor?

An SEO ranking factor is an indicator that search engines use to prioritise results when someone performs a search. There are over 200 ranking factors for SEO, and they help search engines such as Google and Bing determine how websites should be ranked. To secure the top spots on SERPs, you should optimise your website based on vital ranking factors. Naturally, the more important a search engine believes a ranking factor to be, the more crucial it is to optimise your website for that particular factor. SEO is a regularly changing field, and the top-ranking factors can alter over time. Therefore, focusing on the top ranking factors for this year, 2023, can significantly help your website, so special attention should be paid to the following critical SEO ranking factors.

Top SEO Ranking Factors for 2023

TOP SEO RANKING FACTORS 2022



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Website Loading Speed

One of the most important current ranking factors is page speed. As of May 2021, Google made website loading speed part of its Core Web Vitals (CWVs). CWVs are a set of metrics used by Google to score a user's experience when they load your webpage and look at responsiveness, speed, and how fast various elements such as images and fonts load. It is vital to consider how quickly your webpages load for your users. Essentially, search engines want your site to load fast and give a great user experience to your visitors. One handy way of checking the speed of your pages is to use **PageSpeed Insights** ([www.https://pagespeed.web.dev/](https://pagespeed.web.dev/)) by entering your web address on its main page shown in the following screenshot:

[Analyze](#)

Make your web pages fast on all devices

CHECK OUT

[What's new](#)

[Documentation](#)

[Learn about Web Performance](#)



Remember:

Good Website Performance + Good Core Web Vitals = Great User Experience

User Experience

One of the biggest SEO ranking factors is user experience. Google uses artificial intelligence called **RankBrain** to rank webpages. RankBrain seeks out particular user experience signals and runs them through an algorithm to decide positions on SERPs. These SEO signals include time spent on the page, click-through rate (CTR), and bounce rate. Let's briefly consider each in more detail:

- **Time spent on the page** refers to how long a user stays on your webpage. The longer a user spends reading and browsing your website and its content, the better. This indicates to Google that a user is absorbing relevant information and is finding your website helpful.
- **The CTR** refers to the number of users that click on your page after performing a search.
- **Bounce rate** refers to the number of people who come to your site and immediately leave without interaction.

You must consider all of these when working on user experience. You will want to work on improving the user's time spent on your pages, CTR, and decreasing bounce rate.

Website Security and Data Privacy

The security of your website is now a critical ranking factor. You need to ensure that your website is now on **HTTPS** because this encrypts the data between a user's browser and your website. This was made a ranking signal back in 2014 by Google, so there is no time

like today to update your website to HTTPS if you haven't already. This is especially important if your website requires its users to enter data.

Search Intent

Search intent refers to a user's specific motive in entering a query. This is critical to consider, as otherwise, you will struggle to rank and may even attract the wrong demographic (and not the audience you were hoping for). Every keyword is unique on search engines such as Google, and it is vital to understand the motive behind that search query. Remember that search intent can vary depending on format and content style. For instance, if Google shows infographics and videos exclusively in the top results for a specific keyword and you want to rank for those words, you should concentrate on creating and publishing that kind of content. This way, you know that you are catering to your audience by making the correct type of content.

Another key point is that search intent also displays how far along your visitors are in the buyer journey. Are they in the final stages and ready to buy, or are they just seeking out basic information about your products? By matching search intent, these questions can be answered, and you can create content that people are looking for.

Link Building

Link building, or **backlinks**, is one of the most challenging parts of SEO. It takes much effort to accomplish this ranking factor. Backlinks are a crucial part of Google's ranking algorithm. This is because it assists Google crawlers in finding your page for indexing. Furthermore, **inbound links** and backlinks are essentially a vote of confidence for a site. The more links you have from numerous high-authority domains, the more likely you will rank well for top keywords. To learn more about backlinks, please refer to the backlinks section (Section Six) of this guide. Some people use **black hat** SEO strategies by buying backlinks, but although it might help you rank in search results fast, you will fall from Page One quickly and potentially build a bad link profile. In the next chapter, we look in more detail at white and black hat techniques.

Hot tip: If links between websites are of a commercial nature, ensure you mark them as this according to Google's specifications. This will help stop external links from being listed as spam and negatively affecting your rankings.



Internal Linking

Internal linking is critical to your SEO strategy and is debatably as important as external linking. Internal links show crawlers a content trail they can follow, which lets more pages rank and improves your overall website performance. Internal links help search engines index and comprehend your website. This is vital because you might have outstanding content, but that is all irrelevant if Google cannot find it. A good process is to add links to old, useful pages on new blog posts and add links to recent posts on old ones. This will result in higher ranks and substantial results. This is prudent as it helps Google understand that the content produced is within a similar topic which will reinforce the niche you wish to be known for.

High-Quality Content

The content of your website is a main aspect of search engine ranking. Content that is unique, informative, and fresh consistently ranks well on SERPs. Here are certain content quality parameters to consider to help you accomplish this factor:

- *Original and valuable content:* Search engines prefer unique content. Therefore, it is prudent to ensure that your content is different and superior to other sites ranking for the same keywords.
- *Content structure and length:* There is no strict rule regarding content length and word limit, although you want to ensure you provide useful information without too much rambling. You should use several headings and subheadings to systemise your content for content structure.
- *Fresh content:* Your content should be updated regularly. By doing this, you are sending good signals to search engines.

Essentially, in-depth content covering a broad spectrum of its subject tends to rank well. It should provide actual value to the user and include engaging visual content to accompany the written content. If your content is not useful or relevant, this will be detrimental to your rankings. Focus on content quality rather than your word count.

Mobile-Friendliness

A crucial factor in your website's SEO ranking is whether your website is mobile-friendly. In 2019, Google announced that **mobile-first indexing** would be the default for all new web domains. Ever since, Google has used the website's mobile version for ranking and indexing. Historically, web designers build desktop versions followed by mobile versions. Today, however, mobile usage surpasses desktop usage, so websites should prioritise mobile versions to guarantee a better user experience. Chapter Twelve of this book offers a comprehensive guide to mobile SEO.

Domain Authority

The domain authority of a website we mentioned in our chapter on important metrics and it refers to a site's relevance to a certain subject area or industry. It is an SEO ranking metric that reflects your website's expertise on a particular topic and its potential to rank on Google. The higher the domain authority, the better the odds of ranking well on search engines. There are certain ways to enhance this, such as creating quality content and getting high-quality backlinks. Your domain authority will increase when Google starts to view your website as an expert on a specific topic.

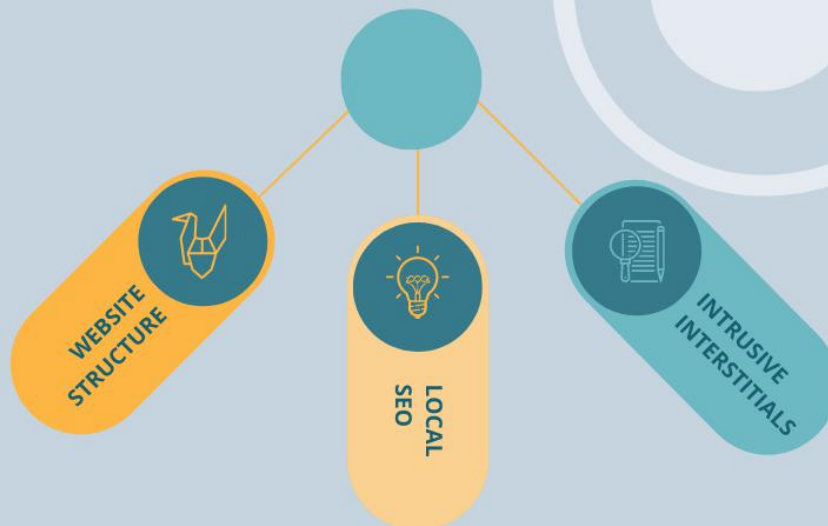
Keyword Optimisation

Keywords are the search terms that users enter to look things up on Google. Therefore, you want to ensure your website contains the keywords that the audience is searching for.

Google can then bring up your page in its search results. To make sure your website is keyword optimised, here are some of our top tips:

- **Incorporate title tags:** Use your target keyword at the beginning of your posts.
- **Write excellent meta descriptions:** Write great meta descriptions and ensure you add your focus keyword, so users understand what your page is about.
- **Anchor text:** Google uses anchor text to discover what a page is about. Use your keywords for anchor text when linking your pages.
- **Add image alt text:** Doing this helps search engines understand what your visuals are.
- **Avoid keyword stuffing:** Do not just include your primary search term repeatedly. This is known as keyword stuffing as it is not viewed as a good SEO practice. Vouch to include your primary search term a few times but also use different variations.
- **Use latent semantic indexing (LSI) keywords:** Apart from your primary keyword, there are other associated terms people search for called LSI keywords. Include these to help Google understand what the content on your website is about.
- **Include the main keyword in the URL:** This is another great keyword optimisation practice.
- **Include keywords in H2 and H3:** Your content's SEO organisation can be improved by using keyword variations (or LSI keywords) in H2 or H3.

TOP SEO RANKING FACTORS 2022



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Website Structure

The structure of your website helps decide your SEO ranking, especially if you are launching a new website imminently. The architecture of a website is vital as it allows crawlers to locate both your site and its pages quickly. Ways to achieve this include:

- *Creating a sitemap:* A **sitemap** includes all the important pages you wish a search engine to know about and helps crawlers navigate through your website easily. Plus, it allows crawlers to discover fresh content and index your pages.
- *Optimise your robots.txt file:* A **robots.txt** file gives crawlers a pathway and informs them of how to crawl and index your site. It indicates which pages should be crawled and which should not. This will conserve crawl quota and prevent crawlers from going through unnecessary pages, such as admin pages.

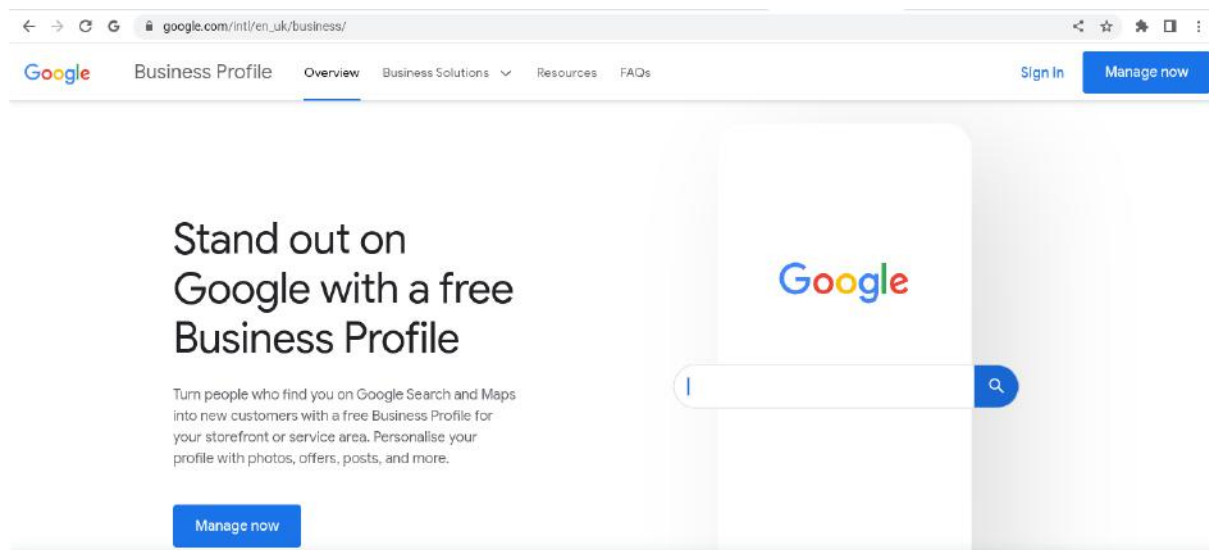
Local SEO

Google updated how local search results are formulated in November 2021 by altering the different factors that decide rank. Local search results are ranked by distance, prominence, and relevance. The most prominent ranking factor regarding local SEO is having high-quality

product reviews. In 2021, Google made updates on how product reviews rank in search results. Here are some product review best practices:

- Provide audio, visual, or any other kind of links that share a personal experience with the product. This displays that the review is genuine and shows real expertise.
- Show how the product compares to others quantitatively in regards to various performance measurements.
- Provide readers with the option of buying from the seller of their choice by giving links to numerous sellers.

It is also a good idea to list your business on Google with a **Business Profile (formerly Google My Business)** if you are a real company. This lets Google know you are a genuine company. Make sure you include information such as name, address, and contact number. It also helps to receive reviews for your business on platforms such as Google, Yelp, and Facebook.



Intrusive Interstitials

A key CWV depends on **interstitials** that are deemed intrusive. For instance, interstitials that cover the whole page. Google warns against doing this, and so to avoid it being a problem, use banners that do not take up the entire space of a page. This makes it easier for users and search engines to reach your page content.

Keep Updated on SEO Ranking Factors

SEO has a massive impact on business. The algorithms of search engines are based on ranking factors that push for high-value content and a great user experience. Key ranking SEO factors include the mobile-friendliness of your site, its structure, security, and speed. Understanding the top SEO ranking factors can be the making or breaking of your online marketing strategy. Therefore it is essential to read up on the basics and keep informed of any updates.

Chapter Summary

- SEO ranking factors are indicators that search engines use to prioritise results when a search is made and determines how websites should be ranked. To reach the top positions in search engines, such as Google, you should learn about the top SEO ranking factors for 2023.
- Key SEO ranking factors for 2023 include optimising your website loading speed, matching search intent, high-quality content, and keyword optimisation.
- It is vital you keep apprised of any changes or updates to algorithms of search engines to ensure you are focusing on current and relevant SEO ranking factors.

Chapter Eight:

White Hat vs Black Hat SEO Techniques

67% of digital marketers cite search engine optimisation as the most efficient content marketing tactic. Due to increased online competition during a pandemic in the last couple of years, the importance of SEO has skyrocketed, demonstrating it's crucial more than ever to create a strong brand presence for your business online. However, it is absolutely critical to understand the differences between **white hat** and **black hat** SEO to ensure you are following the best SEO practices for your business. This chapter considers the differences between the two.

Why Understanding the Difference Between White Hat and Black Hat SEO is Crucial

There are various approaches to practising effective SEO, and it can seem overwhelming to figure out which one should be prioritised. There is a fine line between playing around with SEO tactics that work for your website and manipulating search engine algorithms to improve your rankings. The difference between 'good' and 'bad' SEO practices is known as 'white hat' and 'black hat' SEO respectively.

Black hat SEO techniques may bring you short-term results, but that doesn't mean they will set your website up for a solid future. Understanding the difference between white hat and black hat SEO can help you in your long-term SEO goals. By learning the difference between these techniques, you'll be able to lay a strong foundation for your brand and avoid the risk of earning a Google **penalty** that accompanies some black hat SEO tactics.

What Is Black Hat SEO?

Google is pretty clear about what you shouldn't do, and black hat SEO is about breaking all the rules. Black hat SEO includes tactics to rank a website by manipulating search engine algorithms. This optimisation approach may work at first, depending on what tactic you're using, but it's more of a short-term strategy.

Google and other search engines regularly update their algorithms and clarify which types of practices go against their terms and the potential outcomes if you violate their guidelines. Using black hat SEO tactics may penalise your website, which means lower-ranking positions and a significant decline in organic traffic. In some cases, you can even get your website removed from the Google Index. Therefore, black hat tactics are best left alone. We collected some tactics indicating black hat SEO and factors to avoid and keep in mind when optimising your websites.

Seven Black Hat SEO Tactics to Avoid

While many of the basics of SEO are clear white hat strategies, many of the more advanced tactics require more attention to detail. If you're just getting started in SEO, make sure you follow the right advice. Some recommended tactics may sound like 'advanced' strategies, although, in reality, they may lead you toward black hat techniques. Learning about tactics that could spell disaster for your website can make it easier for you to spot them and stay away.

7 BLACK HAT SEO TACTICS TO AVOID

01

KEYWORD STUFFING

Repeating the page's main target keywords excessively and unnaturally won't help you rank. Keyword stuffing often occurs in random text blocks which are outside of the main content and make no sense when read aloud.



02

HIDDEN TEXT



The hidden text is the same colour as a web page's background and can't be visible to the viewer. It is commonly implemented by black hat SEO techniques to sneak extra text or add keywords to the webpage. However, crawlers can quickly understand you're trying to cram in keywords.

03

MANIPULATIVE LINKS

Black hat SEO hides links into various parts of a site even when they add no value to the content to rank higher. Manipulative links can also be physically hidden by using a zero font size or matching the web page's background colour.



04

CLOAKING



Cloaking aims to rank a page based on content created for search engines while pointing users to something different. This tactic worked for a while because some sites needed to show search engines what was on the website, but now it is a clear violation of search engine rules.

05

AUTOMATICALLY GENERATED CONTENT

People may use automatic programs to change words in an article (spinning) to create unique content with similar keywords and intent as the original article.



06

MISLEADING REDIRECTS



Sneaky redirects can be placed by black hat SEOs to deceive search engines and display content that is different from what users see. Often, the search engine indexes the source page, and users navigate to another destination URL.

07

NEGATIVE SEO

Some people use negative SEO to reduce their competitors' rankings by using tactics that violate Google's guidelines on someone else's website. For example, they may place many unnatural links to someone else's domain in the hope that they will be penalised for this.

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Keyword Stuffing

Repeating the page's main target keywords excessively and unnaturally won't help you rank. Moreover, it will almost certainly result in the opposite. Keyword stuffing often occurs in

random text blocks which are outside of the main content and make no sense when read aloud.

Hidden Text

The hidden text is the same colour as a webpage's background and can't be visible to the viewer. Sometimes, the text may also be written in a font size of zero. It is commonly implemented by black hat SEO techniques to sneak extra text or add keywords to the webpage to appeal to search engines. Hidden text is a deceptive strategy as search engine crawlers are far more sophisticated now and can quickly understand you're trying to cram in keywords.

Manipulative Links

Link schemes are one of the most common forms of black hat SEO. Black hat SEOs hide links into various parts of their sites even when they add no value to their content to rank higher. Manipulative links can also be physically hidden by using a zero font size or matching the webpage's background colour.

Cloaking

This black hat SEO tactic involves serving different content or URLs to search engines and users, providing a different experience for each. **Cloaking** aims to rank a page based on content created for search engines while pointing users to something different. This tactic worked for a while because some sites needed to show search engines what was on the website, but now it is a clear violation of search engine rules.

Automatically Generated Content

Great content remains one of Google's top three search ranking factors, and creating it isn't an easy task. A common black hat technique is to generate the content automatically to rank for a large number of keywords. For example, people may use automatic programs to change words in an article (known as **spinning**) to create unique content with similar keywords and intent as the original article.

Misleading Redirects

Using **redirects** is a common part of SEO, and there's nothing wrong with this. However, similarly to the cloaking tactic, sneaky redirects can be placed by black hat SEOs to deceive

search engines and display content that is different from what users see. Often, the search engine indexes the source page, and users navigate to another destination URL.

Negative SEO

Not all black hat SEO tactics are aimed at targeting the website that a marketer is trying to rank. Some people also use negative SEO to reduce their competitors' rankings by using tactics that violate Google's guidelines on someone else's website. For example, they may place many unnatural links to someone else's domain in the hope that they will be penalised for this.

What is White Hat SEO?

The white hat SEO technique is the exact opposite of black hat SEO. This term is used to describe SEO strategies that function within search engine rules and users' expectations. White hat SEO means implementing techniques to improve a website's rankings on SERPS without using various tricks to undermine search engine algorithms. These SEO strategies provide website visitors with relevant, high-quality content without any spammy techniques.

Ranking by the Rules: White Hat SEO Techniques

White hat SEO benefits everyone. Google makes sure that its algorithms rank only great content that matches the user's intent for each keyword search because it encourages millions of Internet users to use this search engine. Website owners benefit from white hat SEO as they can boost their ranking without going against the search engine rules. Finally, users benefit because they can quickly find what they're looking for through organic search.

White hat SEO tactics can help build your business and website's reputation on solid ground and achieve long-term results. A high ranking of a website on Google means reaching 86% of Internet users worldwide, so we've put together some white hat SEO strategies that can help you succeed with your business. Several of these will be familiar as they feature in our Top SEO Ranking Factors chapter.

WHITE HAT SEO TECHNIQUES

QUALITY CONTENT

Make sure your content is relevant and authoritative and includes keywords relevant to users' search queries. Keyword-rich page titles and metadata are also mandatory for effective white hat SEO.

SIMPLE WEBSITE NAVIGATION



This white hat SEO technique improves your website rankings and helps visitors quickly and easily find what they need.

LEAN CODE

Together with a semantically-structured markup language, lean code helps search engines find what they're looking for when crawling your website.

MOBILE OPTIMISATION

If your website isn't well-optimised for a smartphone, you're losing a lot of potential leads, as most of them won't stay if they can't comfortably navigate your website.

FAST PAGE LOADING TIMES

Responsive websites allow visitors to quickly and easily get the information they need. Moreover, slow-responding websites generally rank lower in SERPs.

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Quality Content

High-quality content is used by 86% of marketing teams as the main lead generator, remaining one of the primary driving forces of successful SEO. When choosing the white hat SEO technique, make sure your content is relevant and authoritative and includes keywords relevant to users' search queries. Keyword-rich **page titles** and **metadata** (keyword optimisation) are also mandatory for effective white hat SEO.

Lean Code

Together with a semantically-structured markup language, **lean code** helps search engines find what they're looking for when crawling your website.

Simple Website Navigation

This white hat SEO technique improves your website rankings and helps visitors quickly and easily find what they need.

Mobile Optimisation

In 2021, 56% of worldwide traffic used smartphones to access the Internet. It means if your website isn't well-optimised for a smartphone, you're losing a lot of potential leads, as most of them won't stay if they can't comfortably navigate your website.

Fast Page Loading Times

This white hat SEO tactic is also a necessity as, like simple navigation and mobile optimisation, responsive websites allow visitors to quickly and easily get the information they need. Moreover, slow-responding websites generally rank lower in SERPs.

Adopt White Hat SEO Techniques

While black hat SEO techniques are tempting to many websites conducting SEO, they should be avoided at all costs. It is true that black hat strategies can bring fast, short-term results, but using these tactics can lead to penalties and even the **removal** of your website entirely. Therefore, it is highly recommended that you only use white hat strategies (which follow search engine rules) when performing SEO.

Chapter Summary

- SEO can help or hinder your website's success, depending on which technique you choose.
- It is crucial to understand the difference between white hat and black hat SEO. Using black hat SEO tactics can result in a penalty from search engines, significantly hurting your SERP ranking in the long run. Black hat SEO can provide results at first, but it's a short-term strategy. It also may lead to a website being removed entirely from the Google Index.
- On the other hand, white hat techniques are the opposite and do not break search engine rules. Adopting white hat strategies can boost your ranking in SERPs without risk of penalisation.

SECTION FOUR: TECH SEO

Chapter Nine:

The Foundations of Technical SEO

Among the various SEO processes, technical SEO is one facet that you cannot ignore. The parameters that we'll explore in this chapter form the backbone of your entire SEO strategy; they set your site up to be indexed and make the most of your SEO efforts. Here, we outline the foundations of technical SEO, why it's important, and key technical SEO components.

01
What is technical SEO?
As a fundamental element of SEO, technical SEO refers to optimising the website and server so that a search engine can index the site properly.

02
Why is it important?
To ensure that a website meets the criteria of the search engine algorithms and ranks accordingly in search results.

03
What is an SEO technical audit?
The process of analysing your website's technical factors for SEO purposes allows you to identify areas of improvement or urgent issues that need attention.

04
Which technical SEO issues are most important?
Making sure the website is secure by using SSL and creating an XML sitemap.

The Foundations of Technical SEO

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What is Technical SEO?

Technical SEO is a fundamental element of search engine optimisation. It refers to optimising the website and server so that a search engine can index the site properly.

Take Google, for instance. The **Googlebot** 'crawls' your webpages to evaluate the quality and relevance of your website for the keywords you're trying to rank for. Technical SEO fixes

allow Google spiders to read and index your site effectively, thus, improving organic rankings.

Why is Technical SEO Important?

As you may have guessed, your other SEO efforts won't go far without technical SEO fixations. Despite having compelling, optimised content across your website for humans to read, it doesn't mean much for organic rankings if search engine spiders cannot read it or crawl your site.

Through a series of security and structure optimisations, you ensure your website meets the criteria of the search engine algorithms and ranks accordingly in search results. Technical SEO is crucial because, like other algorithm criteria, search engines prefer particular technical characteristics.

For instance, sites using JavaScript may experience indexing issues, which can, in turn, negatively impact search rankings. In this case, Google will crawl non-JavaScript rendered pages first before looking at JavaScript pages a few days (or, in some cases, a few weeks) later. Consequently, some SEO-critical changes may not get indexed and drastically affect the performance of your website. This is particularly vital for new sites or pages.

Understanding technical SEO and implementing a strategy to improve it is critical. In some circumstances, it can be the determining factor for ranking on the first page of Google.

What is an SEO Technical Audit?

A **technical SEO audit** is the process of analysing your website's technical factors for SEO purposes. Essentially, it's a 'health check' for your site and allows you to identify areas of improvement or urgent issues that need your attention. In the next chapter (Ten), we have provided an example of a technical SEO audit checklist.

Why Should You Ask for a Technical SEO Audit?

If you're investing time, resources and capital into your SEO strategy but fail to address technical SEO, you could be unintentionally sabotaging your efforts to rank in organic searches. Whether you're doing your SEO in-house or hiring an agency, asking for a technical SEO audit is imperative. The audit report serves as a guide to optimising your website, so search engines view it as a secure, trusted source and boost your search rankings. A team of experts analyse numerous details, including the **structure** of your website, **security**, **loading time**, **metadata**, **XML sitemap** and more.

Technical SEO Components

Technical SEO implementation can prove complex for anyone who lacks the experience. While this section highlights some areas to look out for, we recommend an expert implement your technical fixes.

There are considerable components to consider in an SEO technical audit. Below are some issues your development team may look for to optimise your site or server.

Fast Website Speed: Page speed refers to the time it takes for all the content on a webpage to load, and it is something Google considers a ranking factor. If your website takes too long to load, people will get bored or frustrated quickly and click off your site. Every time someone lands on your webpage and then leaves quickly, it negatively impacts your bounce rate and thus, decreases traffic and sales. Optimising your website with technical SEO in mind is one way to improve your site speed; and, consequently, bounce rate and sales. A technical audit may address some of the following:

- Poorly optimised images
- Too many CSS image requests
- Content compression
- A slow web host
- If your website isn't caching information
- Complex design with lots of plugins

Improve Crawling and Indexing: It's crucial for search engine bots to crawl your website; otherwise, it won't appear in the search result. In a technical SEO audit, an expert will ensure you have an XML sitemap the search engine can read and will monitor the '**Index Coverage**' and '**Crawl Stats**' reports in **Google Search Console**. In Chapter Eleven, we delve further into indexing and offer specific steps you can take to help improve your indexing speed.

TECHNICAL SEO COMPONENTS

01  **FAST WEBSITE SPEED**

Address poorly optimised images, reduce CSS image requests, and make design less complex and reduce plugins

IMPROVE CRAWLING AND INDEXING  **02**

Ensure you have an XML sitemap the search engine can read and monitor the 'Index Coverage' and 'Crawl Stats' reports in Google Search Console.

03  **FIX BROKEN LINKS**

Redirect broken links or remove them so that search engines won't pick up on them

MAKE YOUR SITE SECURE WITH SSL  **04**

SSL has become a key ranking factor since the Google algorithm favours these over non-secure sites

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Fix Broken Links: Not only is it frustrating for a person to land on an error page, but search engines don't like it either. It's normal to have some **broken links** as external websites may shut down or remove a page. Unfortunately, search engines will pick up on every dead link

on your site, so it's essential to redirect these or remove them. A technical audit should highlight what links need to be addressed.

Make Your Site Secure with Secure Sockets Layer (SSL): SSL is a standard security technology protecting sensitive data shared between systems. It keeps the Internet connection secure by creating an encrypted link between a server and a browser. A secure site will have 'https://' at the start of the URL instead of 'http://'. Google previously shared that they wanted to see secure HTTPS websites everywhere. Thus, it became a key ranking factor as the Google algorithm favours these over non-secure sites.

Which Technical SEO Issues are Most Important?

Making sure your website is secure by using an SSL and creating an XML sitemap are among the more important aspects of technical SEO. That said, there are many factors impacting how well a site is indexed, and it's best to address as many as possible in a holistic SEO approach. Consequently, an expert team should implement technical SEO methods alongside your primary SEO strategy.

The technical SEO components listed above cover a few common areas experts look out for in a technical audit to make the most of your SEO efforts. It's essential that experienced professionals carry out these implementations, whether an internal development team or an agency that knows how to manage the backend of the website, as seemingly small mistakes can have a significant impact.

Technical SEO is Fundamental to SEO Success

Technical SEO aims to improve the way search engine bots crawl and index a site. As search engines prefer some technical attributes, it's essential to consider the role of technical SEO in your broader marketing strategy. Technical fixes are fundamental to your overall SEO objectives and improve the way search engines crawl your site. In the next chapter, we look at an example of a comprehensive technical SEO audit checklist used by our experts at NUOPTIMA.

Chapter Summary

- Technical SEO is a crucial component of a business's broader SEO strategy that aims to improve crawlability and indexation of a website.

- Like most algorithms, Googlebot prefers certain technical characteristics. Therefore, it's essential to address technical SEO to make sure the search engines not only crawl and index your website but also rank it accordingly.
- Using an SEO technical audit, experts will identify urgent technical fixes to optimise one's website or server. These suggestions aim to improve organic search rankings such as by speeding up page load time, fixing broken links, and securing the Internet connection using SSL.

Chapter Ten:

An Example of a Technical SEO Audit Checklist

In this chapter, we share an example of an excellent technical SEO audit checklist that NUOPTIMA created and uses whenever performing technical SEO. By using this checklist, you can analyse your website, discover problems, and identify areas of growth that can help your website achieve much better results in search engine results pages (SERPs).

TECHNICAL SEO AUDIT CHECKLIST

| | |
|------------------|-------------------------------------|
| INTERNAL PAGES | <input checked="" type="checkbox"/> |
| INDEXABILITY | <input checked="" type="checkbox"/> |
| LINKS | <input checked="" type="checkbox"/> |
| REDIRECTS | <input checked="" type="checkbox"/> |
| CONTENT | <input checked="" type="checkbox"/> |
| SOCIAL TAGS | <input checked="" type="checkbox"/> |
| DUPLICATES | <input checked="" type="checkbox"/> |
| LOCALISATION | <input checked="" type="checkbox"/> |
| PERFORMANCE | <input checked="" type="checkbox"/> |
| IMAGES | <input checked="" type="checkbox"/> |
| JAVASCRIPT | <input checked="" type="checkbox"/> |
| CSS | <input checked="" type="checkbox"/> |
| MOBILE | <input checked="" type="checkbox"/> |
| ADDITIONAL TESTS | <input checked="" type="checkbox"/> |

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Internal Pages

This section of the technical SEO audit checklist analyses your website to discover pages that return errors when users try to access them. Examples of these pages include:

- 404 page
- 4XX page
- 500 page
- 5XX page
- HTTPS/HTTP mixed content
- Timed out

Indexability

During this part of the audit, ensure that all pages on your website are able to be indexed correctly:

- Canonical from HTTP to HTTPS
- Canonical from HTTPS to HTTP
- Canonical points to 4XX
- Canonical points to 5XX
- Canonical points to redirect
- Nofollow in HTML and HTTP header
- Nofollow page
- Noindex and nofollow page
- Noindex follow page
- Noindex in HTML and HTTP header
- Noindex page
- Non-canonical page specified as canonical ones

Links

This section of the audit analyses links on your website to ensure that they are optimised for SEO purposes:

- Canonical URL has no incoming internal links
- HTTP page has internal links to HTTPS
- HTTPS page has internal links to HTTP
- Orphan page (has no incoming internal links)
- Page has links to broken pages
- Page has links to redirect
- Page has no outgoing links
- Page has nofollow and dofollow incoming internal links
- Page has nofollow incoming internal links only
- Page has nofollow outgoing internal links
- Page has only one dofollow incoming internal link
- Redirected page has no incoming internal links

Redirects

During this part of the audit, test all redirects present on the page to ensure that there are no issues that are harming your site's SEO performance and search results, such as:

- 302 redirect
- 3XX redirect
- Broken redirect
- HTTP to HTTPS redirect
- HTTPS to HTTP redirect
- Meta refresh redirect
- Redirect chain
- Redirect chain too long
- Redirect loop

Content

This part of the audit analyses all content present on your site to ensure that the articles and pages have adequate length and all the necessary metatags. Consider factors such as:

- H1 tag missing or empty
- Low word count
- Meta description tag missing or empty
- Meta description too long
- Meta description too short
- Multiple H1 tags
- Multiple meta description tags
- Multiple title tags
- Page and SERP titles do not match
- Title tag missing or empty
- Title too long
- Title too short

Social Tags

During this portion of the audit ensure that all social media tags are present and complete.

Tackle issues such as:

- Open Graph tags incomplete
- Open Graph tags missing
- Open Graph URL not matching canonical
- Twitter card incomplete
- Twitter card missing

Duplicates

This section of the audit ensures that there are no duplicate pages that could be hurting your SEO efforts:

- Duplicate pages without canonical

Localisation

During this stage of the technical audit, ensure that your website has correct localisation settings and tags. Consider:

- Hreflang and HTML lang mismatch
- Hreflang annotation invalid
- Hreflang defined but HTML lang missing
- Hreflang to non-canonical
- Hreflang to redirect or broken page
- HTML lang attribute invalid
- HTML lang attribute missing
- Missing reciprocal hreflang (no return-tag)
- More than one page for same language in hreflang
- Not all pages from hreflang group were crawled
- Page referenced for more than one language in hreflang
- Self-reference hreflang annotation missing
- X-default hreflang annotation missing

Performance

During the Performance stage, check file sizes, site speed, and other crucial parameters. Resolve problems such as:

- HTML file size too large

- Not compressed
- Pages with poor CLS
- Pages with poor FID
- Pages with poor LCP
- Slow page

Images

Run tests to analyse all images on your site and determine whether there are any issues associated with them, including:

- HTTPS page links to HTTP image
- Image broken
- Image file size too large
- Image redirects
- Missing alt text
- Page has broken image
- Page has redirected image

JavaScript

This section of the technical audit is dedicated to analysing issues with the JavaScript code on your site, namely:

- HTTPS page links to HTTP JavaScript
- JavaScript broken
- JavaScript redirects
- Page has broken JavaScript
- Page has redirected JavaScript

CSS

During this part of the audit, analyse your site's CSS to ensure that there are no errors or other issues that have a negative impact on your traffic and positions, such as:

- CSS broken
- CSS file size too large
- CSS redirects
- HTTPS page links to HTTP CSS
- Page has broken CSS
- Page has redirected CSS
- External pages
- External 3XX redirect
- External 4XX
- External 5XX
- External time out

Mobile

A technical SEO audit should also consider how well optimised a website is for mobile devices. This is another significant component that is becoming increasingly important to address, and we offer a complete guide to this in Chapter Twelve.

Other

You should also run a number of additional tests to ensure that there are no issues that were missed or other problems that could prevent your website from getting excellent rankings in search engine results. These tests include:

- 3XX page receives organic traffic
- 3XX redirect in sitemap
- 403 page in sitemap

- 403 page receives organic traffic
- 4XX page in sitemap
- 4XX page receives organic traffic
- 5XX page in sitemap
- Double slash in URL
- More than three parameters in URL
- Noindex page in sitemap
- Noindex page receives organic traffic
- Non-canonical page in sitemap
- Non-canonical page receives organic traffic
- Page from sitemap timed out

By using this comprehensive technical SEO audit as a guiding stone, you can ensure that efficient technical SEO is performed on your website.

Chapter Summary

- It is highly recommended when performing technical SEO audits to have a checklist so you can ensure the job is done comprehensively. This chapter gives an excellent illustration of a thorough technical SEO audit.
- A robust technical SEO audit will consider critical components such as indexability, links, redirects, duplicates, and images.

Chapter Eleven:

Indexing: Ways to Get Your Pages Listed Faster

Indexing a new website starts when a new webpage is discovered and may take from four days to four weeks. First of all, Google analyses all the content, images, and video files on the new page. The crawlers also try to understand what the website or webpage is about. After that, the information is stored in the **Google Index** – a huge database stored across multiple servers. This period can be pretty long, and even though the Google search engine works on an algorithm, this algorithm is complicated, and everything that happens behind the scenes is a mystery. A guideline of **four days to one month** gives website owners some comfort while they wait to see their page appear in SERPs. In this chapter, we explore indexing in more detail and share ways that you can get your webpages listed faster.

How Are Websites Crawled And Indexed by Google?

As mentioned in Chapter Nine, the entire process of website indexing is handled by Google's search algorithm and the algorithm-equipped web-crawling digital bots (like Googlebot) that have limitations like the physical space required for servers and hardware speed. These bots or crawlers constantly run, turning the endless digital fields of lost information into over 100,000,000 gigabytes of index data. In such a way, Google creates a map of the infinite library of the visible Internet. Here are the main five steps of the process of indexing websites on Google:

- **Googlebot** (or other similar web-crawling bots) explores the Internet and stops at different websites.
- Whenever it reaches a new website, all the information contained on it is read and comprehended according to instructions outlined in the website's **robots.txt file**. Bots like Googlebot first read the text available on the website and then follow the links posted there to get more information. These links add credibility to the website's authority. All the data is then gathered and stored in a bank tracking the **sitemaps** provided by web admins.

- All the content and links the bot discovers are sent back to Google services, where it is added to a database.
- The information in the database is then loaded into computer programs that keep track of which websites should be crawled, how often bots should visit them, and the number of webpages to fetch.
- Other programs determine the value and relevance of the content available on the crawled websites and reward those that meet Google's criteria with higher rankings in SERPs.

The entire process of website indexing looks like a factory with web-crawling bots as line workers, computer programs as line managers, and Google as the supervisor of the factory, whose primary task is to ensure all the quality control measures are strictly followed. Google has an affinity for new websites, so if you're a new site owner and want your website to be indexed as quickly as possible, some methods can help make Google Index faster, attracting bots looking for a new reading to your domain.

Can I Make Google Index Faster?

Many web admins have found that taking several specific steps to signal to Google that you have a new website with good potential can reduce the indexing time and bring it closer to the lower range of the four days to four weeks period. The logic behind these steps is that if you make your website visible to the digital world, it will also stand out to bots that crawl webpages.

Building an Indexable Website

Before connecting your website to existing channels on the Internet, you should make sure its structure is prepared for its first presentation. Provide the following to Googlebot:

- **Value.** Create content with text that enables Googlebot to crawl.
- **Ease-of-use.** Ensure that you have a high ratio of text to code in favour of the text.
- **Navigation.** Include a navigation bar linking to all the major and permanent content of your website.
- **Language.** Make sure to use URLs on web addresses and alt text on every image on the webpages that explain the website content.

- **Direction.** Check your robot.txt file to ensure it allows Googlebot to crawl your website correctly.

These basic steps of SEO make your website ready for the initialisation of the indexing process once the bot finds it. If Googlebot or other web-crawling bots can't get an entrance to your website, indexing may be delayed even if the bots can see the website.

Setting up Google Analytics

Google Analytics is a popular free web analytics tool collecting and organising website traffic data into detailed reports. These reports can be customised according to the nature of your business, although there will be no visible data on your Google Analytics until your site is indexed. This step is a way of saying 'Hello!' to Google and signalling that you're serious about building your business web presence.



Welcome to Google Analytics

Google Analytics gives you the free tools you need to analyse data for your business in one place, so you can make smarter decisions.

[Start measuring](#)

Setting up Search Console

Google Search Console is a great way to understand and analyse how your website appears on SERPs. It also reports to you when Googlebot has a problem crawling and indexing your website. Like Google Analytics, there will be no Search Console data unless the website is indexed but showing Google you're manually activating Google services sends a green signal to Googlebot, which is on the search for all the green lights it can find. Besides this, setting up Google Search Console helps you look for crawls errors so you can fix them for Googlebot to start indexing.

Improve your performance on Google Search

Search Console tools and reports help you measure your site's Search traffic and performance, fix issues and make your site shine in Google Search results

Start now



Submitting A Sitemap

A sitemap is a rough outline of your website, which is optimised for bots. To create it, you may use **Google Sitemap Generator** or other content curation tools and website development kits that generate their own sitemaps. Note that whatever option you choose – it still needs to be submitted via Google Search Console.

Google Fetch And Render

To make the indexing process faster, you can ask Google to send a bot to your website via the **'Fetch & Render'** option. Using this option can increase the chances of indexing the website faster, although Google makes no guarantees it will result in a crawl or indexing. Keep in mind that after performing Fetch & Render, Google Search Console will provide an option to index what was fetched. Clicking this option increases your chances of becoming visible.

Get Quality And Relevant Links

Getting links to your website before it is indexed creates pathways to your site on websites that Google is already crawling. It's not an easy task. To get the links, you'll have to search for websites you trust and those that trust you in return. The best way to start getting quality and relevant links is through traditional networking. Other marketing approaches can also help you earn links from authentic websites to accelerate indexing.

Reach Out

Additionally to searching for relevant links from authoritative websites, you should also start developing digital relationships with your target audience, other business owners, and web admins through outreach. A few options you can use to do this include:

- Sending emails to prospective connections
- Listing your website on directories
- Sending press releases
- Looking for guest writing and blogging opportunities.

Also, if you are aimed at attention to your website and its fast indexing, you must embrace social media tools. It is a great way to create connections, increase traffic, and get your website to index faster.

Setting up Social Media

To date, the most popular social platforms are **Facebook**, **Twitter**, **Instagram**, **Pinterest**, **Reddit**, and **LinkedIn**. To keep a constant social media presence, you'll need a social media manager or a team of social media specialists. You can also manage these social media accounts yourself if you have the free time to keep a constant social media presence. The social media accounts should be set up with your business name and links to your website. Most links on social media platforms are called '**nofollow**' links, which instructs bots not to follow them. However, when crawling social media, Googlebot will notice all follow and nofollow links and recognise that your website has an active social media presence.

Get Your Pages Indexed Faster

To date, more than 60 thousand searches happen each second, while 75% of people searching for products or services never open the second page of Google search results. In 2023, SEO is not just about ranking for popular terms – it's about the ability to be found when it matters most. While it can be a frustrating waiting period before a new webpage is successfully indexed, there are several steps that can be taken to try and reduce this time period. Follow our tips in this chapter and you will be giving yourself the best chance of a faster indexing time.

Chapter Summary

- Indexing a new site begins when a new webpage is discovered and can take between four days and four weeks.
- It is possible to reduce the indexing time by taking several specific steps to signal to Google you have a new site with potential.

- Steps you can take to try and reduce the indexing time include building an indexable website, submitting a sitemap, obtaining quality and relevant links, and setting up social media.

Chapter Twelve:

The Complete Guide to Mobile SEO

Mobile SEO is a critical part of technical SEO, which is why we have dedicated a whole chapter to it, including what it is, and how to optimise a website to improve mobile SEO.

What is Mobile SEO?

Mobile search engine optimisation, or **mobile SEO**, involves optimising your website, specifically for smartphone users, so it looks great and functions well no matter the screen size. Mobile SEO is a key ranking factor on Google; thus, it can help grow organic traffic to your website. As a significant part of technical SEO, mobile optimisations aim to upgrade site structure and systems to improve the way Google indexes a website. Now, let's dive into why mobile SEO is growing in relevance and how exactly you can work towards optimising your mobile site.

What is Mobile SEO?

Mobile search engine optimisation involves optimising your website, specifically for smartphone users, so it looks great and functions well no matter the screen size. Mobile SEO is a key ranking factor in Google; thus, it can help grow organic traffic to your website.

01
Mobile Search is Rising
Mobile searches make up for approx. 60% of search volume.

02
Google Has a Mobile-First Algorithm
When Googlebot crawls a website, it uses mobile content to determine the ranking in SERPs.

03
Mobile Search May Drive More Sales
Google suggests that mobile is driving presale searches as people research which products to buy.

04
Mobile SEO Impacts Voice Search
Voice search predominantly includes people using handheld devices. Thus, alongside mobile, the importance of voice search is rising quickly.

Why is Mobile SEO so Important?

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Why is Mobile SEO so Important?

Mobile Search is Rising

Mobile searches have overtaken desktop searches for some time now, but it's showing no signs of slowing down. Typically, mobile searches make up approximately 60% of search volume, and according to Google, there are 27.8 billion *more* searches on mobile compared to desktop. Thus, optimising content for handheld devices makes it easier for those searching on their phone to find your site.

Google Has a Mobile-First Algorithm

For years now, Google has employed a mobile-first algorithm called **mobile-first indexing**. What this means is when Googlebot crawls your website, it uses mobile content to determine the ranking in SERPs. While there are many search engines available, Google represents the primary choice as it accounts for 95% of all mobile searches. Mobile SEO is also a significant part of technical SEO as it impacts the way Google crawls and indexes your site. Due to this past change to their algorithm, Google assesses a website's position based on the mobile version of a page, even if you're searching on a desktop. Therefore, without mobile optimisation, your site is at a high risk of ranking poorly.

Mobile Search May Drive More Sales

Due to the changes in the way people browse, consume and purchase, mobile searches could drive more sales. It's estimated that 70% of the time spent on the Internet is on mobile. According to Google, in two years, mobile searches for product reviews have grown by 35%, with 80% of mobile searches using the word 'best'. Their data highlights that mobile is driving presale searches as people research which products to buy. Even more staggering, approximately 40% of people prefer using their phone to research, compare products and purchase an item. In short, the whole shopping process is completed via a handheld device. Statistics like these underline the clear conclusion that if you don't adapt to mobile users, you risk losing a significant customer base and ranking very low in Google SERPs.

Mobile SEO Impacts Voice Search

Most marketers haven't considered how they will pivot their SEO strategy to account for voice search (which predominantly includes people using handheld devices). Alongside mobile, voice search is rising just as quickly, particularly with the invention of smart home assistants, like **Amazon Alexa** and **Google Home**. Consequently, mobile optimisation is one

way to future-proof your SEO strategy as it makes your content mobile-friendly and easier for search engines to read.

How Do I Optimise a Website to Improve Mobile SEO?

Before taking action to optimise your mobile site, it's a good idea to review how SEO-friendly your site already is. There are a number of methods to do this, but a good place to start is Google's '**Mobile-Friendly test**' which provides a report for your site. However, to do a proper evaluation, we recommend getting a professional to assess the SEO potential of your mobile site and what areas need improving.



Two crucial aspects of mobile SEO are:

Mobile User Experience

When it comes to searching on a handheld device, paying attention to user experience is crucial to improving click-through rate (CTR) and SERP rankings. Without an effortless experience, searchers won't stay on your website for long, and your **bounce rate** will increase. In fact, data shows the bounce rate on mobile devices is *higher* than on desktops.

Not only that, but the time a visitor stays after clicking a link to your site (also known as **dwelt time**) represents a huge SEO ranking factor. Consequently, a seamless user experience is key to making the visitor want to stay.

Here are a few factors to consider to improve the user experience for your website:

- **Relevance:** A significant reason visitors 'bounce' is because the page they landed on didn't have the information they expected. This is where it's crucial to do extensive **keyword research** to identify appropriate keywords in your niche. Using these search queries, you're able to create relevant, concise and compelling pages that answer searchers' questions. Ensuring your webpages are relevant and attract your ideal audience is where many people decide to outsource their SEO. Developing and implementing SEO is a holistic approach; therefore, it's best to get a professional to optimise your content for mobile as part of a broader strategy to improve search page rankings.
- **Content and Design:** A common tell that a website owner hasn't optimised their content for mobile is if the visitor must zoom in to read the content. Although it may seem like a minor detail, this can be the difference between someone viewing your site as a credible source or not. In fact, this is something Google would penalise as it isn't optimised for mobile users. In short, make your design and content easy to read. Google sees mobile as the 'main' website and shouldn't be an afterthought.
- **Avoid Hiding Content from Mobile Users:** As we have outlined, your mobile site should be just as good as your desktop version. Consequently, mobile users should get the whole experience of visiting your website as they would on a computer. In the past, website owners may have hidden some content from mobile users to make it easier to display the page. Nowadays, this will hinder your ability to rank in Google, as you have not optimised your content properly.

Improve Site Speed

Site speed is essential for improving customer experience but also ranking on the first page of SERPs. In terms of Google, it wants pages to load in under one second. Although this is an ambitious target, Google highlights that 53% of site visitors leave a page if it takes more than three seconds to load. So, with that in mind, here are some things to target to improve site speed for mobiles:

- Image compression

- Reducing the number of page requests
- Reducing redirects
- Using browser caching

There's a lot to consider when it comes to optimising your content for mobile as it requires a broader approach to improve the entire user experience.

The Importance of Mobile SEO

Mobile optimisation is essential to future-proof any online business. In fact, we are already seeing more users browsing websites on their phones rather than on desktops, supporting the fact that businesses must create a seamless user experience on mobile as well as desktop. With that in mind, digital content must load quickly across all devices (no matter the size of the screen) and be easy to use and digest so the user doesn't bounce off your site. Therefore, you must optimise your website to improve mobile SEO to strengthen your technical SEO efforts.

Chapter Summary

- Mobile SEO represents the practice of optimising your content for people searching on smartphones.
- As Google, the most prominent search engine, employs a mobile-first approach, this is crucial to improving rankings in both mobile and desktop SERPs.
- Mobile searches have overtaken desktop searches for some time, so it's essential to optimise your content to improve user experience and site speed. Within these optimisations, you may focus your efforts on content, structure, design optimisations, and technical SEO fixes.

SECTION FIVE: CMS OPTIMISATION

Introduction:

CMS Optimisation

What is a CMS?

A **CMS**, also known as a **content management system**, is software that does not require specialised technical know-how that helps users to build, manage, and alter website content. It basically means you can create a website without having to write or even understand code. A CMS does all the generic infrastructure of your website for you so that you can spend more of your time on the appearance and forward-facing aspects of your site.

A CMS generally has two primary components:

1. **A content management application (CMA):** This component lets you add, modify, manage, and remove content from your website without webmaster intervention. You do not need to have special expertise to do this.
2. **A content delivery application (CDA):** This is the backend component that takes and compiles the content you entered into the CMA, updates the site, and makes it visible to browsers.

This combination makes it straightforward to manage your website effectively.

What Are the Benefits of Using a CMS?

There are numerous advantages to using a CMS for your website, including for SEO. Here are some of the main benefits:

- You generally do not need technical knowledge, formal coding background, or have to understand programming languages (such as CSS or HTML) to create and manage your website content easily.
- A CMS is collaborative, meaning that more than one person can access, create, and manage content. It can be used from any location by any number of people.
- Without needing to rely so much on front-end developers, a CMS makes it far easier and faster to create and publish new pages.

- There is generally excellent developer and community support available to help you out should you need it.
- Many CMS platforms have SEO-friendly features, making it a simple way of forming and implementing a robust SEO strategy. It can assist you in optimising your site and its content for both search engines and mobile devices.

What is the Best CMS Platform?

There are numerous CMS platforms available, each with its pros and cons, unique features, and SEO capabilities. Choosing the wrong one for you could be hugely detrimental to your marketing operation. Therefore, you must take the time to determine the right CMS for you before committing to one. In the following chapters, we break down 11 of the most popular CMS platforms, including overviews, pros and cons, and invaluable specific SEO tips so that you can make a concerted and confident decision. These are the platforms focused on in this section:

- **Chapter Thirteen:** WordPress
- **Chapter Fourteen:** MODX
- **Chapter Fifteen:** Drupal
- **Chapter Sixteen:** Joomla
- **Chapter Seventeen:** OpenCart
- **Chapter Eighteen:** PrestaShop
- **Chapter Nineteen:** Shopify
- **Chapter Twenty:** TYPO3
- **Chapter Twenty-One:** Wix
- **Chapter Twenty-Two:** WooCommerce
- **Chapter Twenty-Three:** Magento

Please note: As seen above, this section of the book is divided into separate chapters for different CMS platforms. Some of the CMS SEO techniques are similar across various platforms. We recommend that you turn to the CMS chapter you are interested in to find out specific tactics and strategies for the corresponding CMS platform.

Chapter Thirteen:

WordPress

WordPress is the most popular CMS. If you use WordPress and intend on conducting SEO, it is imperative that you are aware of its many plugins and learn key tips to assist in your SEO efforts. This chapter focuses on the CMS WordPress, its main pros and cons, some of its best plugins, and invaluable SEO tips to use on the platform.

What Is WordPress?

WordPress is an open-source and out-of-the-box CMS. The platform is home to thousands of plugins and themes that make web designing substantially easy and accessible for end-users.

What was once used as a tool for blogging is now a leader in hosting giant **business websites** and **e-commerce** stores. In fact, an article published on Techjury suggests that WordPress accounts for 62% of websites powered by CMS. That is equivalent to 455 million websites operating under WordPress, making it the most popular CMS platform among developers.

Is WordPress Good for SEO?

WordPress has a sturdy reputation for providing a solid SEO foundation as a CMS. Indeed, WordPress websites tend to rank relatively well on Google. However, WordPress alone should not be a replacement for a comprehensive SEO strategy. While it is known for helping you keep to best practices without prior experience and is believed to save time, you still need to have a good understanding that much effort is required to rank your website well on Google. Using WordPress does not automatically mean you will rank well, so much hard work and time in regard to SEO are needed. Ultimately, WordPress is a tool, so your level of SEO success depends on how well you utilise it. Below, we list some of the main pros and cons of using WordPress:

Pros of WordPress for SEO

- There are over 50,000 plugins available for WordPress, including ones for SEO, allowing you to create anything you want.

- It is free to install.
- WordPress is viewed as user-friendly, allowing users with limited website management knowledge to create and organise content.
- It provides thousands of website templates and designs to choose from with differing customisation capabilities, letting users build unique sites easily.
- WordPress provides excellent user support.
- Because it is so popular, virtually all third-party tools can be integrated with WordPress.
- WordPress websites are built with everything needed for an SEO-ready site. Many people argue it is the optimal platform for optimisation.

Cons of WordPress for SEO

- Updates need to be installed frequently, proving a nuisance to some.
- While you do not need a formal coding background to use WordPress, some basic know-how will make the experience easier. However, many novices learn these skills through the use of WordPress.
- WordPress is open-source and so is a prime target for cybercriminals. The use of plugins created by different people heightens the chances of malicious code infiltrating your site, so always check the quality of a plugin before installation.

WordPress SEO Plugins

What Is An SEO Plugin?

Plugins are extension modules added to a CMS, browser, or application to carry out specific tasks that the program cannot perform on its own. For instance, a WordPress SEO plugin allows web admins to optimise important aspects of a website, including content, sitemaps and overall performance, to make it more visible to search engine crawlers. If you own a WordPress site, you can select from a wide range of SEO plugins available for download and installation in its plugin directory. From broken link checking to media optimisation, there is a plugin made to support every branch of SEO.

Why Are WordPress SEO Plugins Important?

WordPress is, by all means, the go-to platform of many developers and web admins because it's free, easy to use and SEO-friendly. It is equipped with various features, themes, and extensions that every user needs to rank as highly as possible. Be that as it may, there's always room for improvement when it comes to search engine optimisation. That's where SEO plugins come into play. These essential plugins provide comprehensive optimisation and analysis options to ensure the quality performance of a WordPress website. So if you're determined to see optimal results from your marketing efforts, investing in the right SEO plugins to optimise your web presence more effectively is no longer just a nice-to-have option but a must-have.

The Best WordPress SEO Plugins

There are thousands of paid and free SEO plugins for WordPress at our fingertips. With that in mind, choosing SEO plugins that work best for your website is indispensable. Important factors like functionality, compatibility, and ability to upgrade must be taken into account beforehand. We also recommend performing quality tests and seeking professional advice to help you make a great decision.

To be clear, there is no such thing as 'the best' SEO plugin for WordPress. This is highly subjective, and the choice varies from one user to the next. An ideal SEO plugin is what meets your needs and delivers outstanding results. Therefore, our list below includes SEO plugins that go above and beyond when it comes to optimising WordPress websites for search engines.

Yoast SEO

Let's start with the most popular SEO plugin for WordPress. **Yoast SEO** has over five million active installations on WordPress at the time of writing. Its free version is an ideal starting point for beginners, while the Premium version can help larger businesses take their websites to greater heights.

Yoast's Free Version Features

Yoast SEO offers a few functions for free that other plugins do not. These include:

- Advanced XML sitemaps to let search engine bots crawl your content and site structure.

- Automated technical SEO elements, such as meta titles, tags, and canonical URLs.
- Complete control over breadcrumbs so users and search engines can quickly navigate your site.
- Readability check to ensure content quality and show how it looks from the eyes of users and search engines.
- Keyword analysis to help determine how well optimised your keywords are for search rankings.

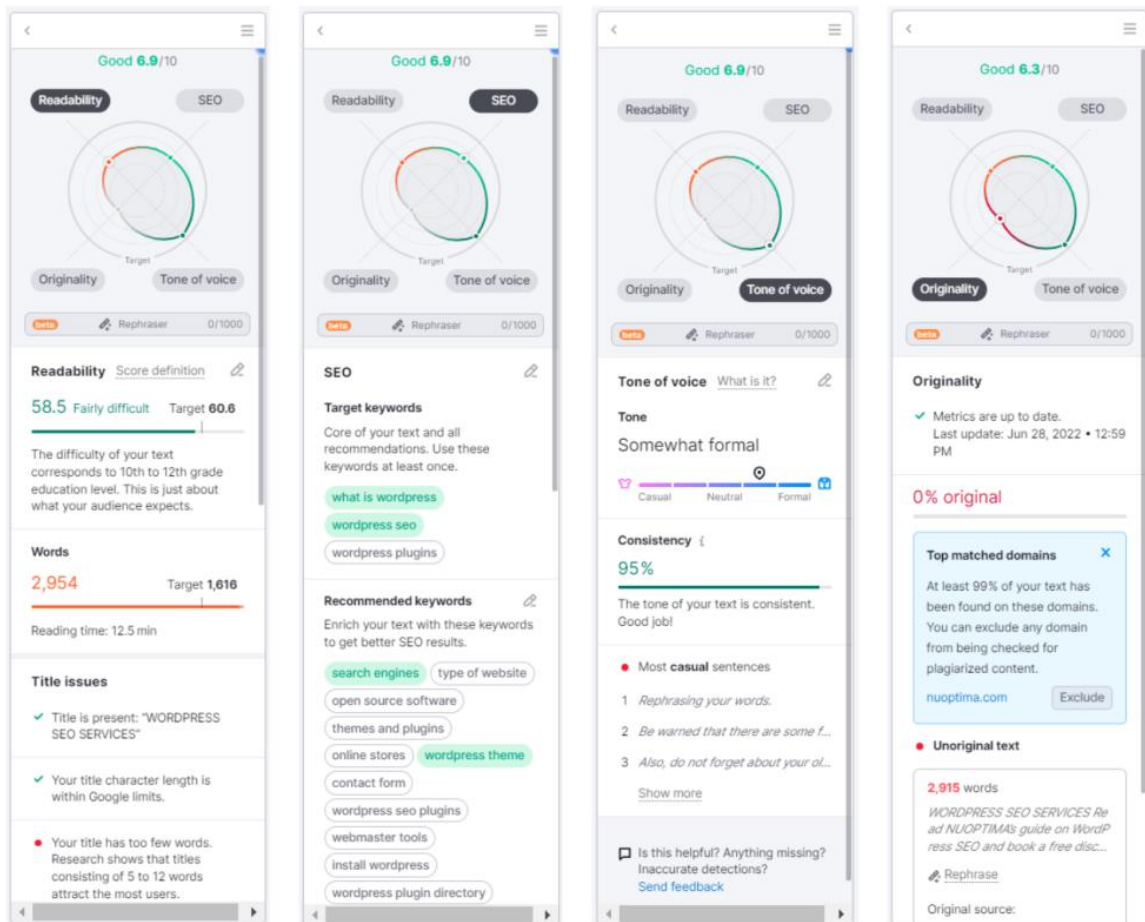
Yoast's Premium Version Features

- Redirect creators and managers to prevent user interruption during URL changes or errors like **'404: page not found'**.
- Social appearance and templates to demonstrate how a piece of content will be shown on social networks like Facebook, Twitter and Instagram.
- Automated internal linking blocks to let you add a certain block for a table of contents, subpages, and links to enhance the look and structure of your content.
- Suggestions of different synonyms, verb forms, and related keywords or phrases to make your content look more natural.
- Cornerstone content checks to direct search engine crawlers to the most significant pages on your site.
- Local SEO integration to help optimise your site for local audiences.
- 24/7 access to one-on-one email support to assist you with your SEO needs, inquiries or troubleshooting.

Semrush SEO Writing Assistant

Semrush WordPress plugin gives you the best guidance when it comes to writing an effective content piece. In the following images you can see how this writing assistant describes the readability, originality, tone of voice, and SEO-friendliness of a particular text and provides actionable suggestions for improvement. Users can also see their scores for each category to quickly determine the effectiveness of their articles and whether they make progress after a few revisions.

Semrush SEO Writing Assistant Features



Semrush offers a seven-day free trial. But if you do invest in its Premium versions, you will get unlimited access to the following features within the subscription period:

- Keyword Recommendations
- Readability Assessment
- Plagiarism Check
- Rephraser: This feature provides paraphrasing suggestions to improve text quality and help overcome writer's block.

All in One SEO Tool

This is the one-stop shop that brings WordPress SEO tools into a single plugin that is super lightweight and sustainable. **All in One SEO (AIOSEO)** is the original SEO plugin for WordPress that was released in 2007. Compared to the previous plugins, AIOSEO is slightly

easier to use. It is no wonder that it has been awarded several times as the most beginner-friendly WordPress SEO plugin by many industry leaders.

It offers a free trial version that is already packed with amazing SEO features. But obviously, the option to avail of AIOSEO's Pro and Elite versions will let you enjoy additional features and manage up to 100 sites on one platform.

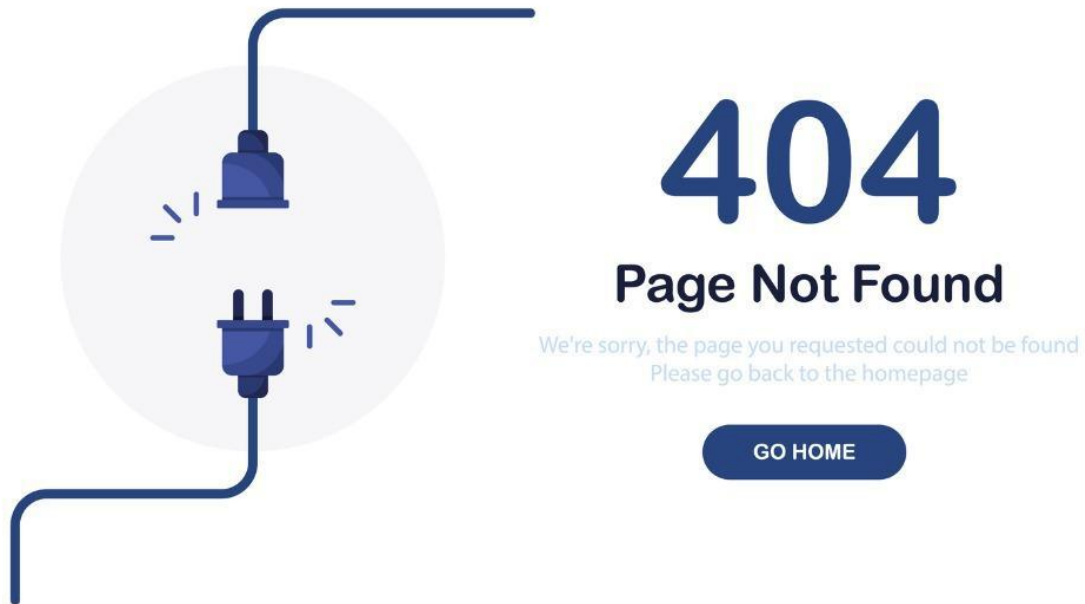
AIOSEO Premium Version Features

- Seamless Webmaster SEO Tools and Social Media Integrations (WooCommerce, Elementor, Facebook, Twitter, Pinterest, etc.)
- Schema Rich Snippets: Visual aids that often grab visitors' attention, including star ratings, images, and other forms of media
- Redirection Manager and 404 Monitoring
- On-page SEO Optimisation
- Local SEO Optimisation
- News SEO Optimisation
- Rich Site Summary (RSS) SEO Optimisation
- Video SEO Optimisation
- Accelerated Mobile Pages (AMP) SEO Optimisation
- Unlimited SEO Keywords
- XML Sitemaps
- Robots.txt Editor
- SEO Audit Checklist
- Custom Metadata Settings
- Smart Breadcrumbs

Broken Link Checker

SEO is not just about finding the perfect keywords for your content. It also makes sense to fix any broken links on your website to improve your visibility. **Broken links** are dead links

that lead to a 404 page, meaning it's no longer available. If Google finds out that your website contains broken links, it will be less likely to recommend your page for ranking.



Broken Link Checker is a fantastic SEO plugin that helps monitor your website's internal and external links to enhance user experience. It will probably take hours, if not days, of manually going through all your pages to spot every broken link you might have, but with this plugin, you'll get results in just a few minutes, depending on the size of your website.

However, the consistent scanning functionality of this plugin can slow down your website. This can be a double-edged sword for SEO. That's why we recommend enabling this plugin only when you need to fix some broken links and then disabling it again when not in use.

Ahrefs SEO

Almost everything we've listed here is a good starting point for novices. So to be fair, this one is an excellent option for advanced WordPress users, who want to take their online marketing game to a different level. **Ahrefs SEO** is a WordPress plugin designed by Ahrefs, an SEO powerhouse that covers every aspect of your SEO requirements. Furthermore, Ahrefs SEO can be a complementary plugin to any other SEO plugins you might be using.

The whole point of adding this plugin to your site is to help monitor your performance and get deeper insights into your competition, something that other plugins don't offer.

| Live ¹ Recent ⁴ Historical ¹ 5,685 dofollow backlinks Export | | | | | | | | | | |
|--|-----------------|-----------------|--------------------------------|-----------------------------|-------------------|----------------------|------------------|---|-------------------------|-------------------------|
| Referring page ¹ | DR ¹ | UR ¹ | Referring domains ¹ | Linked domains ¹ | Ext. ¹ | Traffic ¹ | Kw. ¹ | Anchor and backlink ¹ | First seen ¹ | Last check ¹ |
| <input type="checkbox"/> Full List & Ranking 90+ Top FBA Aggregators - 2022 Update nuoptima.com/aggregators <small>EN WORDPRESS</small> | 31 | 18 | 15 | 4 | 4 | 274 | 256 | sleep brand called Yawns and Europe's largest holistic health marketplace alphagreen.io <small>(CONTENT)</small> alphagreen.io ⁺ | 30 Oct '21 | 33 h |
| <input type="checkbox"/> JP's ORIGINALS - SPECIALITY & WELL-BEING CBD TEAS AND INFUSIONS - JP's Originals jpsoriginals.com/ <small>EN ECOMMERCE</small> | 7 | 14 | 14 | 9 | 9 | 235 | 16 | alphagreen.io ⁺ | 10 Jun '22 | 7 h |
| <input type="checkbox"/> Homepage - Alphagreen Group alphagreengroup.com/ <small>(WORDPRESS)</small> | 15 | 28 | 64 | 4 | 7 | 204 | 14 | Alphagreen <small>(IMAGE)</small> alphagreen.io ⁺ Learn more <small>(CONTENT)</small> alphagreen.io/brand-sign-up ⁺ ↪ 95% ↪ alphagreen.io/blog/brand-sign-up ⁺ Learn more <small>(CONTENT)</small> alphagreen.io/brand-sign-up ⁺ | 14 Oct '21 | 4 h |
| <input type="checkbox"/> Is CBD and vaping legal? - Infused Amphora www.infusedamphora.com/blogs/learn-about-cbd/its-cbd-and-vaping-lega <small>EN ECOMMERCE</small> | 32 | 10 | 2 | 21 | 35 | 97 | 75 | healing properties <small>(CONTENT)</small> alphagreen.io/full-spectrum-cbd-oil ⁺ ↪ 95% ↪ alphagreen.io/blog/full-spectrum-cbd-oil ⁺ healing properties <small>(CONTENT)</small> alphagreen.io/full-spectrum-cbd-oil ⁺ | 12 Dec '21 | 10 d |
| | | | | | | | | | 5 Jun '21 | 10 d |

Ahrefs SEO Unique Features

- Backlink databases to provide a complete picture of your competitors' referring domains, domain ratings, and more.
- Google Analytics and Google Search Console Integrations.
- *Site Audit*: Ahrefs combine data from their backlink databases and accounts on Google Analytics and Search Console account to give you a comprehensive assessment of your site performance and provide actionable recommendations for improvement.

Top Tips For WordPress SEO

Next, we offer 17 SEO top tips for WordPress to help you increase your visibility on search engine results pages (SERPs).

Choose An SEO-Friendly WordPress Theme

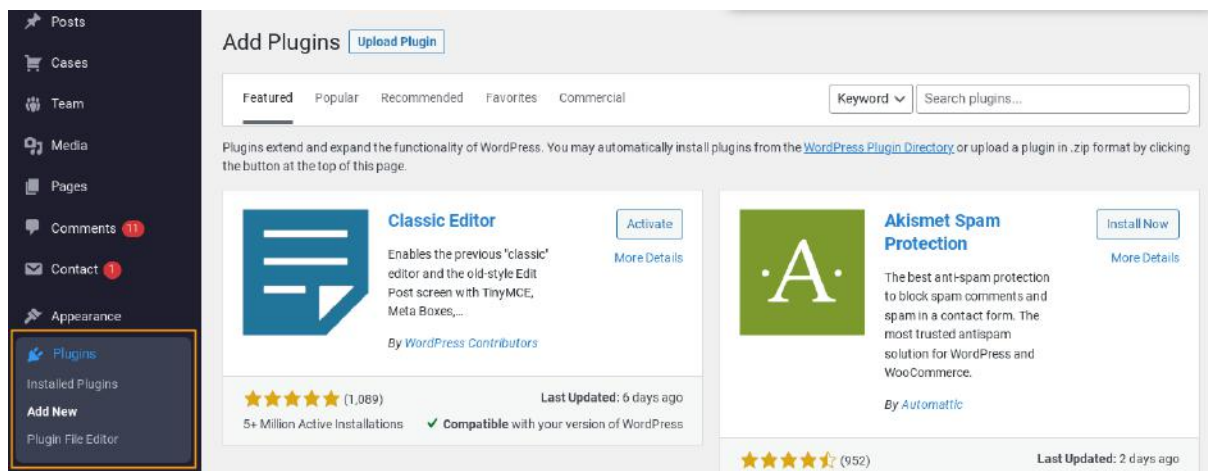
The theme you choose is fundamental as it decides the appearance of your website and its layout, can bring new functionality, and critically, plays an important role in its SEO. This is because themes can affect the **site speed**, a key ranking factor for search engines.

Furthermore, how a theme was developed is also important, as **clean code** provides your website with the best chances in terms of ranking. Therefore, it is highly prudent to select a theme with SEO at the forefront of your mind. Seek out a theme that is SEO-friendly, and consider features that are designed to improve your SEO efforts, such as heading tag

choices. Luckily, there are thousands of free themes to choose from. It is wise to run a demo of themes through Google's '**web.dev**' tool as it can give you insights into its potential performance and any issues relating to SEO.

Choose A Dedicated SEO Plugin

As mentioned earlier in the chapter, using plugins can be a beneficial way of making the SEO process easier. One easy way to install a plugin on WordPress is through the dashboard:



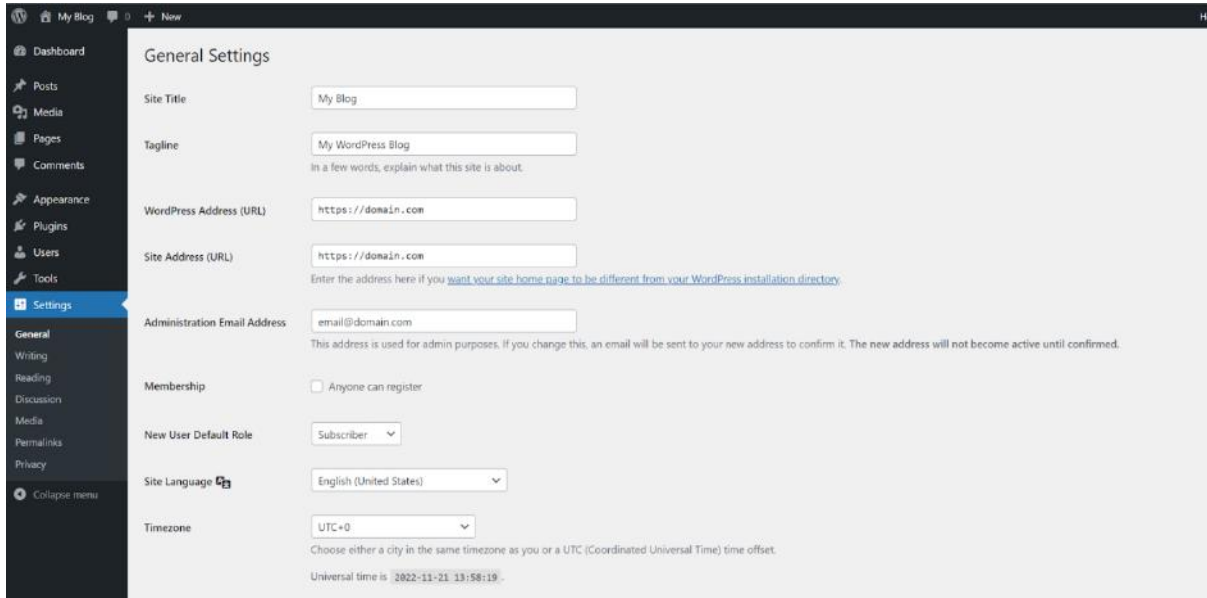
1. Choose '**Plugins**', then select '**Add New**'.
2. Search for your desired plugin in the top right-hand corner search bar.
3. After finding the relevant plugin, click '**Install Now**'.
4. When the installation is finished, click '**Activate**' to use the plugin.

Choose A Reputable Hosting Provider

Make no mistake: the **hosting provider** you choose is essential for SEO. When Google ranks websites, they take into account speed, and so a good host can help you do better in SERPs. Moreover, other ranking factors that are affected by your hosting provider include the physical distance between servers and visitors, security, and the amount of downtime your website goes through. As Google also gives **HTTPS** sites slight favour, it is sensible to choose a provider that offers this option. As you can see, the hosting provider you choose can significantly impact how well your website ranks, so do not take this decision lightly. WordPress recommends several hosting providers on their website, so it is a sensible idea to look at these options if you are unsure.

Set Your Domain

Whether your preferred **domain** is 'https://domain.com' or 'https://www.domain.com' is irrelevant, but you must ensure your website can be accessed on *only one* of these. This is because Google considers them to be different URLs.



To do this, go to your WordPress dashboard, head to '**Settings**' and then '**General Settings**'. Then you can select your preferred domain. This will then mean the other domain version will be redirected to your domain of preference. Bear in mind:

- If you are replacing an existing website, use the same version you used in the past.
- If you are starting a brand new website, you can choose either option.

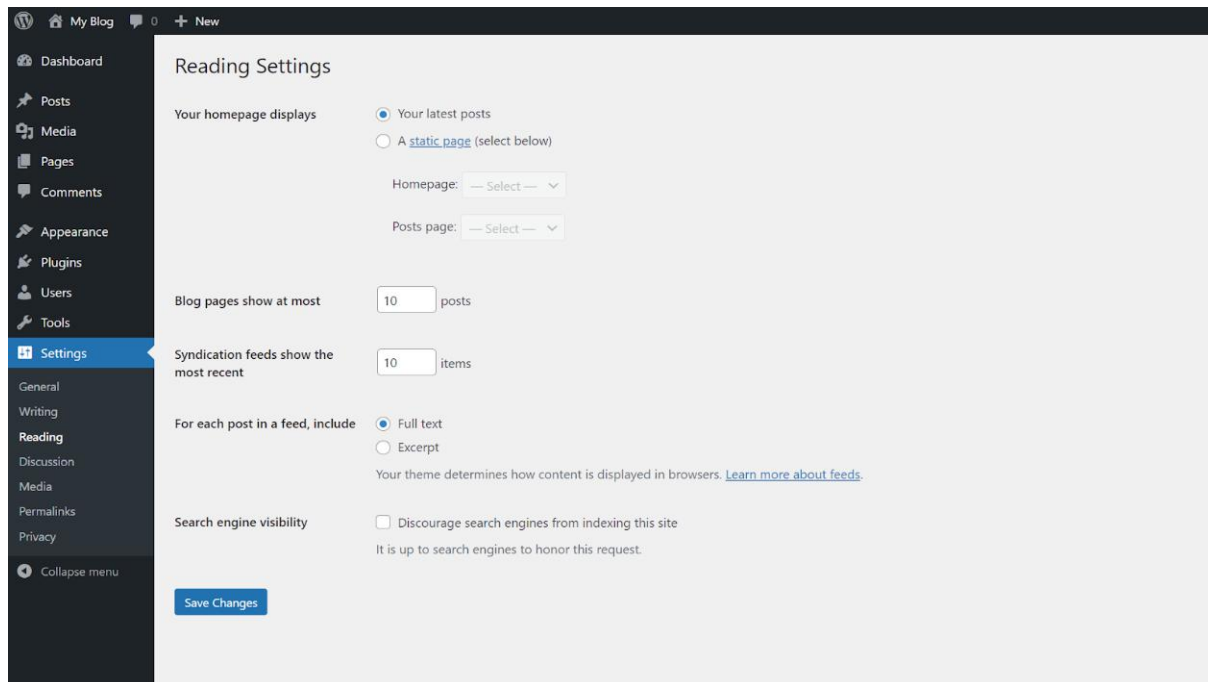
When you are consistent with your domain preference and link to it regularly, search engines are more inclined to give you increased authority and a higher chance of ranking well. It also, needless to say, makes everything simpler for your website visitors.

Related to this, you should ensure that you have an SSL certificate and run your website using HTTPS, as mentioned in our previous tip.

Check Your Search Engine's Visibility Settings

There is a very important checkbox in WordPress. It is imperative that you make sure that it is not checked because if it is, it will significantly hinder any SEO efforts you undertake. If this button is checked, it means that Google is prevented from indexing your pages, and if Google cannot index your pages, they cannot rank you either. To look at your search engine

visibility, go to **'Settings'**, then **'Reading'**, and finally **'Search engine visibility'**. Ensure that the checkbox that says **'Discourage search engines from indexing this site'** is not checked.



Use Google Search Console And Submit A Sitemap

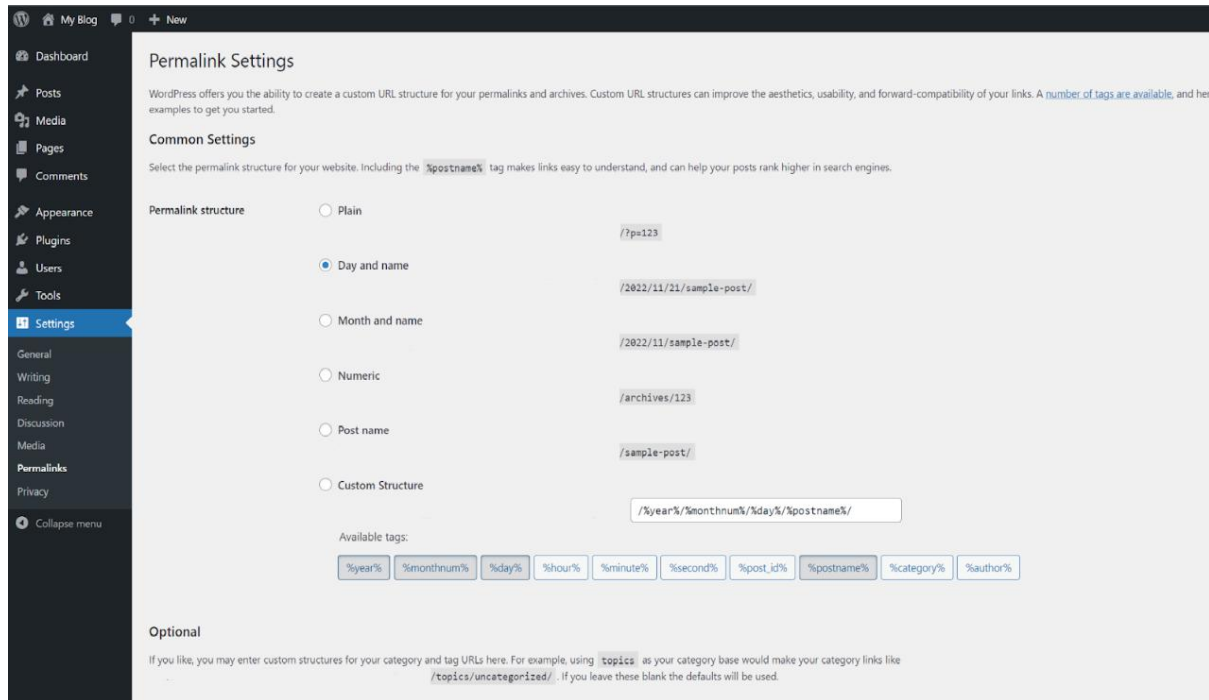
If you have not done so already, make sure you verify your website with **Google Search Console**. This is important because it proves that you own the site you claim to possess. Then you will be able to access private Google Search data and affect how Google Search crawls the website.

You should also ensure you submit a **sitemap** to send information to search engine crawlers, not just to help users navigate websites easily. A sitemap is a valuable SEO tool as it lets crawlers see all of the pages on your website and comprehend how they relate to each other. This assists search engines in indexing websites and ensures they present applicable content within user searches. To add a sitemap to WordPress, you can use a targeted plugin, such as **'Google XML Sitemaps'**.

Authorise SEO-Friendly Permalinks

You have numerous options on WordPress for how URLs are structured, and you must ensure you are using the most SEO-friendly choice. Entirely by default, WordPress uses URLs such as **'https://domain.com/?p=123'**. These are *not* search engine-friendly, and the URL fails to indicate what the page will be about. This is problematic because the URL is

what people use to reference and link back to your site, so appearance is of high importance. This is why clear and descriptive links are easier for search engines to understand (plus, they tend to do better in rankings). URLs can be changed, and a custom URL structure selected instead by going to **'Settings'** and then **'Permalinks'**. For most websites, you should choose **'Post name'** for your permalinks.



Incorporate Optimised Page Headings Throughout Your Content

Sitemaps, as aforementioned, are useful for helping crawlers understand the organisation of your website, but they do not help them understand individual content. This is why **heading tags** are important and need to be incorporated. Heading tags are formatting options that you can apply to different section headings within both pages and posts. These settings can be viewed in the WordPress editor and are listed as **'Heading 1'**, **'Heading 2'**, etc. By taking the time to do this and structuring your content, you are making your pages easier to read visually, but it can also help crawlers understand more about your page. Ensure when you create pages and posts that you use the heading options often.

Undertake Thorough Keyword Research

If you do not conduct keyword research, you will fail to know which search terms you should optimise your website's content for. As mentioned numerous times throughout this book, **keyword research** is a staple of any SEO strategy and helps plan your website content and on-page optimisation. One great tool to conduct SEO keyword research is **Google Keyword Planner**. Remember, knowing the keywords you want to rank for is essential. However, be

wary of forcing your keyword (or '**keyword stuffing**') into too many places as it can look unnatural or like spam.

Create Unique Optimised Title Tags And Meta Descriptions

The title tag of a page informs users and search engines what your page is all about. It is a notoriously important ranking factor as it is what feeds the clickable page title found on Google search results. If you use Yoast, it automatically sets your page's title tag by using the page heading. However, you also have the chance to change this and add keyword variations that you may not include in the page's heading. You can choose to add custom text as your title tag, snippet variable, or both. You might, for example, want to include information such as location or intent in your title tag. You can determine how best to optimise each page's title tag by conducting thorough keyword research. Here are some tips for preventing a lengthy title tag:

- Remove any unnecessary words.
- Remove information in brackets.
- Rephrasing your words.

Meta descriptions are no longer an apparent ranking factor, but they still indirectly impact your site's organic performance due to click-through rate (CTR). Take the time to write captivating descriptions. You can add these meta descriptions in the same section as **title tags**.

Use Internal And External Linking

Internal linking should be used in your content to display the topical relevance between different pages on your website, help users navigate your site more easily, and pass authority earned from any external links. This informs search engines that your content is valuable. Adding an internal link to other pages in WordPress is very straightforward. All you have to do is highlight the text you want to link (your link's anchor text), select the '**link**' button seen on the toolbar, and then you can enter a URL. **External linking** is also important to do.

Be warned that there are some faux pas to be aware of. Do not cram too many links into your content or use links that point to irrelevant pages or are only there to promote products, as this will likely have a detrimental effect on your search engine rankings. Rather, you should place links where they naturally fit and direct readers to high-quality websites with a

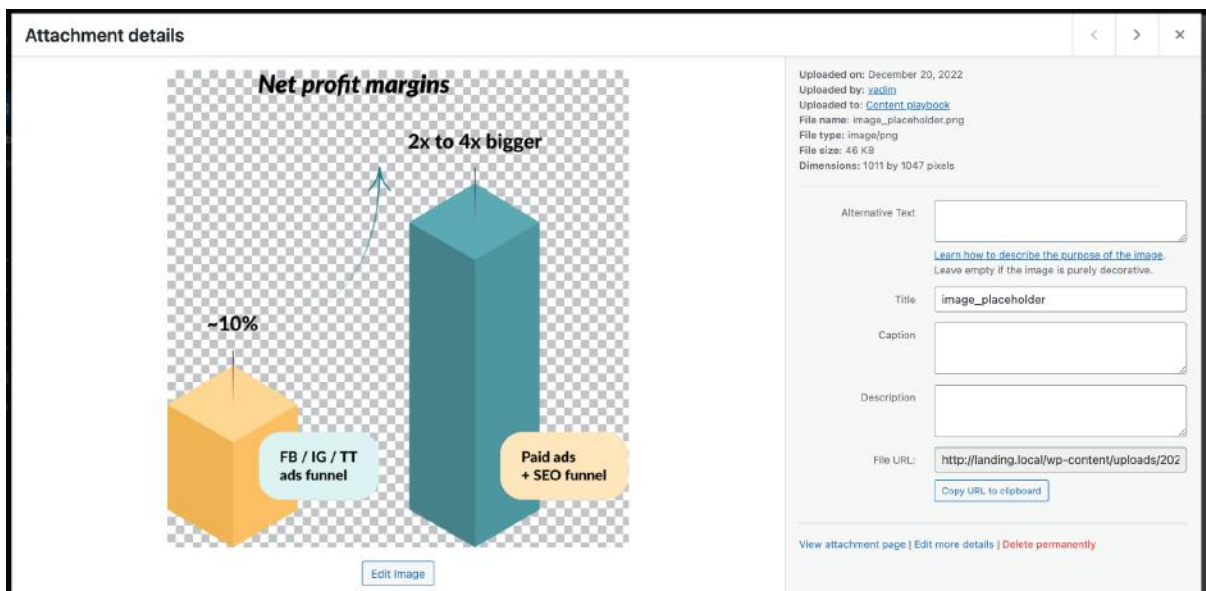
high rank already in SERPs. To achieve the very best SEO results, you should use internal and external links intelligently.

Incorporate Optimised File Names For Images

Within your content, you should be using images and rich media. This is believed to benefit ranking efforts. It is easy to load an image or screenshot with a completely useless file name, but this is something you should pay attention to. Before you upload an image to WordPress, ensure you have optimised file names as it helps give more in-depth context to a page. Simply ensure that the file name of the image represents what it shows. Crawlers consider file names when both indexing and comprehending a site.

Add Alt Text To Images

When using images, ensure you are including **alt text** with each of them. Alt tags help visually impaired users with screen readers, but they also help provide context and descriptions of the images to the search engines. Make sure the alt tags present a clear description of what the image is showing. To add alt text to an image in WordPress, go to **'Image Settings'**. Think hard about writing alt text, and ensure you are as descriptive as possible. Make sure you use unique alt text for every image. Crawlers will also look at alt text when indexing and understanding a website.



The screenshot shows the 'Attachment details' interface for an image. The image itself is a 3D bar chart titled 'Net profit margins' comparing two advertising funnels. The first funnel, labeled 'FB / IG / TT ads funnel', is a small orange cube with a height of '~10%'. The second funnel, labeled 'Paid ads + SEO funnel', is a much taller teal cube with a height of '2x to 4x bigger'. An arrow points from the top of the orange cube to the top of the teal cube. Below the teal cube is a yellow callout box with the text 'Paid ads + SEO funnel'. At the bottom of the image is a blue 'Edit image' button.

Attachment details

Uploaded on: December 20, 2022
Uploaded by: [yadin](#)
Uploaded to: [Content playback](#)
File name: image_placeholder.png
File type: image/png
File size: 46 KB
Dimensions: 1011 by 1047 pixels

Alternative Text:

[Learn how to describe the purpose of the image.](#)
Leave empty if the image is purely decorative.

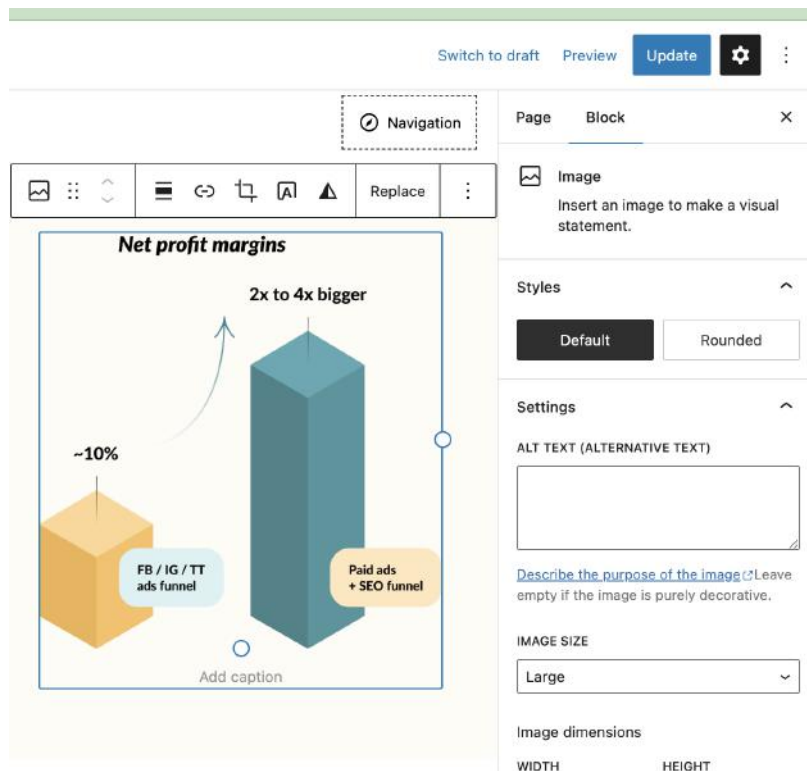
Title:

Caption:

Description:

File URL: [Copy URL to clipboard](#)

[View attachment page](#) | [Edit more details](#) | [Delete permanently](#)



Optimise Your Images

One impact that images can have on SEO is their quality and size, as this affects your page loading speed, which is a ranking factor. Therefore, you should optimise any images or media you have on your site so that they do not negatively affect your website's performance.

If you use lots of images in your content, the page size can increase noticeably, but this is usually because the images have not been appropriately optimised. One common problem with images is using one far too large than the size the image will be displayed at. A great plugin to help you optimise your images is the '**Smush**' plugin.

Install A Cache Plugin

One of the most effective ways to increase site speed is to use a caching plugin to **cache** your pages and posts as static files. These files are then presented to your users instead of being dynamically generated each time, which can substantially improve performance. Do remember that there are improvements to site speed that virtually all sites can make, and site speed is an influential ranking factor. Some of the plugins that WordPress recommends include:

- **W3 Total Cache**

- **Cache Enabler**
- **WP Super Cache**

Include Long-Form Content

Google's algorithms pay particular attention to length when deciding how to rank content. Longer content has an advantage, as search engines believe it to be more useful. Moreover, the more comprehensive your content, the better it can explain its topic to crawlers (such as via heading and keywords). Longer content also proves valuable to readers, improves credibility, and persuades visitors to spend longer on your website. This is why you should make your content as in-depth as possible.

Add And Update Your Posts Often

Google's algorithms pay attention to not only length but also the frequency of content when ranking pages. Older content of high quality will do well, but newer, fresher content that is more likely to be useful to searchers is given a boost. Consequently, you will want to add new content regularly to do well in SERPs over time. Consider making a posting schedule so you can keep track.

Also, do not forget about your older posts and pages. Ensure you spend time updating your existing content so that crawlers can re-evaluate it and give it higher positioning than pages that do not change or get updated.

Get to Grips with WordPress SEO

Conducting WordPress SEO is a huge undertaking. The truth is, you don't need a lot of SEO plugins to improve your site and achieve higher search rankings. Some SEO plugins may come with the same set of features and functionalities, so your best practice is to choose one that matches your needs and financial capacity and exceeds your expectations. It's also worth noting that these plugins are just tools designed to make SEO a bit easier, but they should not replace the fundamental groundwork and action required to pull off an effective SEO strategy. There are also numerous SEO tactics for WordPress that can be used to help increase your visibility on SERPs, such as selecting a reputable hosting provider, conducting thorough keyword research, optimising your images, and using internal and external links. By using these strategies, you can maximise your WordPress SEO efforts.

Chapter Summary

- WordPress is a popular CMS platform and is SEO-friendly, meaning that it is set up in a way that makes it easier for search engines to crawl and index it for search results. It is also user-friendly, highly flexible, and offers full support. While WordPress is known for helping you save time and keep to best practices without experience, you still need to understand that much effort toward SEO is required to rank your website well on Google.
- SEO plugins are extensions that provide special tasks and functions designed to optimise a website better. WordPress has several pre-built SEO plugins, but there are significant additions from third-party software companies that can absolutely increase your opportunities for SEO success.
- There are many strategies to conduct WordPress SEO, including choosing a reputable hosting provider, submitting a sitemap, conducting thorough keyword research, optimising your images, and using internal and external linking.
- SEO is an intricate and long-winded process that can overwhelm average and well-experienced business owners alike. But with the right SEO strategies and instruments, optimising your WordPress website to foster an organic traffic boost should not be too difficult to achieve.

Chapter Fourteen:

MODX

Do you want to put your MODX website in front of a massive audience? In this chapter, we consider the CMS platform MODX, its strengths and weaknesses when it comes to implementing SEO, as well as some tips on how to conduct MODX SEO effectively.

What is MODX?

MODX is a powerful CMS that helps businesses create and manage unique websites. It currently hosts about 70,000 live websites. By signing up for **MODX Manager**, you'll have access to an integrated library of virtual features and extras that make it easy to develop and organise your content, from images to metadata and other different resources.

Moreover, you can manage all your marketing channels, including your websites, apps, social media and newsletters, on one single platform. This allows your team members to access and edit different kinds of information while keeping an exceptional record for security. No wonder MODX is such an appealing option for many developers and business owners alike.

Is MODX Good For SEO?

SEO is particularly useful for MODX website owners. MODX is often compared with other popular CMS platforms like WordPress, Joomla and Drupal, although they're actually far from one another. WordPress, for instance, is a blogging platform designed to give an out-of-the-box experience for non-technical users. In MODX, it takes a long learning curve to fully understand how it works. While it serves the purpose of helping businesses transition from brick-and-mortar stores to e-commerce platforms, MODX would not be the best option for people with no qualified HTML skills. Hence, professional help is advised if you're a beginner.

When it comes to SEO, MODX is not lacking behind its competitors. It is built with a focus on the most critical components of a functional website, including speed, security and, of course, discoverability. Hence, you should see optimal results using MODX SEO, as long as it is done right. Below, we list some key pros and cons of MODX for SEO.

The Pros Of MODX For SEO

- MODX provides an adequately laid out interface, allowing developers to efficiently carry out multiple tasks, such as modification and arrangement of templates, widgets, and texts.
- This server aims to extend rather than limit the designer's creative expression. You can add and customise as many templates as you want, with several themes and other miscellaneous elements to play around with.
- **Load speed** is faster than ever, which is great news for websites that simultaneously receive a lot of visitors.
- MODX is **mobile-friendly**. Users can easily navigate your website from page to page using a smartphone or tablet.
- Tracking SEO progress is easy because MODX integrates well with essential analytics tools like **Google Analytics** and **Google Search Console**.

The Cons Of MODX For SEO

- MODX does not offer as many plugins and extras as other content management systems.
- Customisation requires tonnes of codes, which can be rather confusing for average users.
- MODX is not for everyone. It would not serve smaller projects as much as larger websites with integrated blogs and varied features.

Top Tips for MODX SEO

To help you with your MODX SEO efforts, below we detail six recommended strategies that can be effectively used on the platform and that will help you rank better in search engines.

Use MODX Built-In SEO Tools

MODX offers various extras and scripts to assist you in completing different SEO tasks, for example, optimising meta content, tags, and links to create a compelling web structure. In addition, the server allows you to develop a website using semantic HTML5 or CSS3 code, making it more relevant for search engines. Always use essential tools within your reach;

anything that aims to help websites rank higher on search engines is worth utilising. In a way, you are working towards your marketing goals while getting the most out of your subscription.

Conduct Keyword Research

Google keeps updating its algorithm in order to sort results better, and one of the best ways to stay in the loop is to do **keyword research** regularly. When finding the best-fitting keywords for your content, focus on what users often type into search bars to find products or services related to yours. **Google Keyword Planner** is a free keyword research tool you can use to analyse the search volume of a specific keyword. The following image shows keyword results for the word 'cafe':

| <input type="checkbox"/> Keyword (by relevance) | Avg. monthly searches |
|---|-----------------------|
| Keywords you provided | |
| <input type="checkbox"/> cafe | 1M – 10M |
| Keyword ideas | |
| <input type="checkbox"/> coffee near me | 100K – 1M |
| <input type="checkbox"/> cafe near me | 100K – 1M |
| <input type="checkbox"/> takeout coffee nearby | 10K – 100K |
| <input type="checkbox"/> coffee shops near me | 100K – 1M |
| <input type="checkbox"/> coffee nearby | 1K – 10K |
| <input type="checkbox"/> coffee shop | 100K – 1M |
| <input type="checkbox"/> cafe nearby | 10K – 100K |
| <input type="checkbox"/> cat cafe | 10K – 100K |
| <input type="checkbox"/> coffee shops nearby | 1K – 10K |
| <input type="checkbox"/> cafe latte | 1K – 10K |

Aside from keywords, you can also enter your own website address into Google Keyword Planner to filter unrelated keywords, so it should display a list of keywords connected to your services, along with the average monthly searches each keyword gets on both a global and local search level.

Write Engaging And SEO-Friendly Text

Keyword research is the starting point of copywriting. Once you have power keywords in mind, it's easy to create blog posts, newsletters, and other popular forms of content that will help spread your business online. We highly suggest using **long-tail** and more precise keywords to reach the right audience easily. These keywords, or technically phrases, are often three or more words long, including any specific location or niche. For example, if your London-based cafe offers organic coffee beans, you could use 'organic cafe in London' in your content.

When it comes to structuring, be sure to include catchy **meta titles** and **descriptions**. It also makes a lot of sense to use **headings** as they form a hierarchy of information for clarity and better reading comprehension. Optimising your copies is a great strategy to let Google crawl and index your webpages in higher positions. Most importantly, your copies should provide information that is fresh, useful, original, and intriguing to bring your readers around.

Optimise Images And Videos

Media can make or break a website's user experience. Make sure you use quality and original images or videos related to your content. Otherwise, visitors may find your site a bit dubious and shabby. You can easily optimise all your media by using appropriate file names and adding meaningful and easy-to-understand **alternative (alt) texts** for visually-impaired audiences. When it comes to naming a file, directory or webpage, always use short and readable words that describe them best.

Check Your Website is Mobile-Friendly

Because so many web searches are now conducted on smartphones and other mobile devices, creating a mobile-friendly website increases your chance of engaging with your audience better. Plus, Google loves websites that can easily be navigated through mobile phones. You can tell whether a website is not mobile-friendly when:

- Webpage loading is too slow.
- Images are blocked.

- Videos do not play.
- Content is jumbled and wider than the screen.
- The texts are too small to read.

Get More Backlinks

To briefly recap, **link building** is a method of obtaining backlinks from other related websites. When another website uses your site as an external link on one of its pages, the link from that site will link back to your own. This means your website becomes exposed to people visiting those other websites. Another way to leverage someone else's audience is to consider guest posting. This strategy occurs when you publish your articles on another website that offers guest posting opportunities. Websites with more backlinks give search engines an impression that their content is valuable and link-worthy and, therefore, qualified for higher rankings.

Utilise These MODX SEO Tips

MODX is unarguably a fantastic platform for creating your first website. Adopting our recommended SEO techniques to your marketing campaign should lead to more outstanding results. Key tactics for MODX SEO include using MODX built-in SEO tools, optimising images and videos, making your website mobile-friendly, and obtaining more backlinks. By using these strategies, you are giving yourself the best chance of getting the most out of SEO.

Chapter Summary

- MODX is an open-source, multichannel content management system that helps developers build and manage their websites, intranets and other digital products on one platform. MODX is mobile-friendly, integrates well with essential analytics tools, and has a strong focus on speed and security.
- You can harness an abundance of strategies to set up a winning MODX SEO campaign. These involve keyword research, backlinks, MODX features integration and more.
- SEO requires hard work and experience, so take heed of the listed tips when performing SEO on MODX to ensure your campaign is as effective as possible.

Chapter Fifteen:

Drupal

Do you use Drupal and are looking for top tips on how best to promote your website using SEO? Read on to learn more about Drupal, explore its key benefits and disadvantages, and discover eight effective ways that you can conduct Drupal SEO to grow your website.

What Is Drupal?

Drupal is a CMS used to create many websites and applications that you use every day. It is known for its excellent standard features, simple content authoring, scalability, fantastic security, and reliable performance. It is also notoriously flexible: one of its main principles is modularity. You can build both structured and versatile content. Drupal is free and an open-source CMS. Unlike other options like Wix, Drupal requires more technical knowledge but also allows far more customisation. Because of this, people who use Drupal tend to have some knowledge of coding and basic CMS tools. Drupal is designed to be conducive to SEO, and indeed it encourages site builders to implement good SEO practices into their work.

Is Drupal Good for SEO?

Drupal is a complex platform created for extensive sites, so many people assume that it is hard to carry out Drupal SEO. However, as long as you use it efficiently, it can prove to be extremely beneficial to your SEO efforts. Let's now consider some of its pros and cons.

Pros of Drupal for SEO

- Drupal has a significant community to help website development and eradicate any technical doubts or queries you may have.
- It is an open-source platform making it free to use. It is also highly customisable, and you can share customised codes with the Drupal community.
- Drupal also boasts strong security as it does not depend on third-party plugins that make websites more vulnerable to security issues. Plus, its security team undertakes regular security tests to protect your website from hackers.

- Drupal offers a selection of themes that can transform your website into a mobile-friendly one instantaneously.

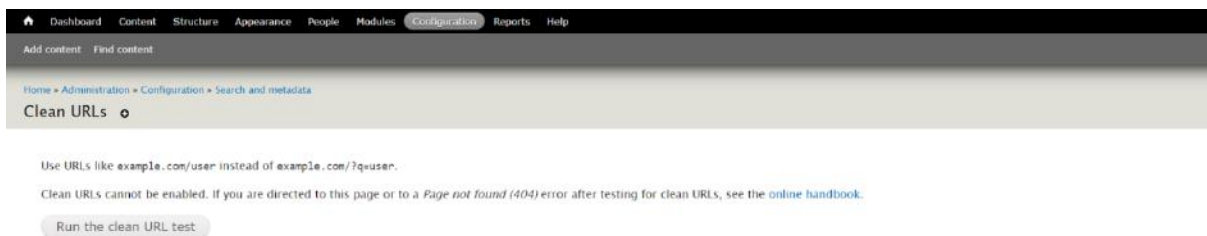
Cons of Drupal for SEO

- Drupal is considered more complex than many other CMS platforms and requires some technical knowledge. At a minimum, it requires a basic understanding of CSS, HTML, and PHP. Plus, its interface is considered advanced as it was originally created for web professionals.
- Drupal requires regular maintenance, and you will need to keep track of updates and security patches and be ready to enforce scalability resources and tactics as your website's popularity increases.

Top Tips For Drupal SEO

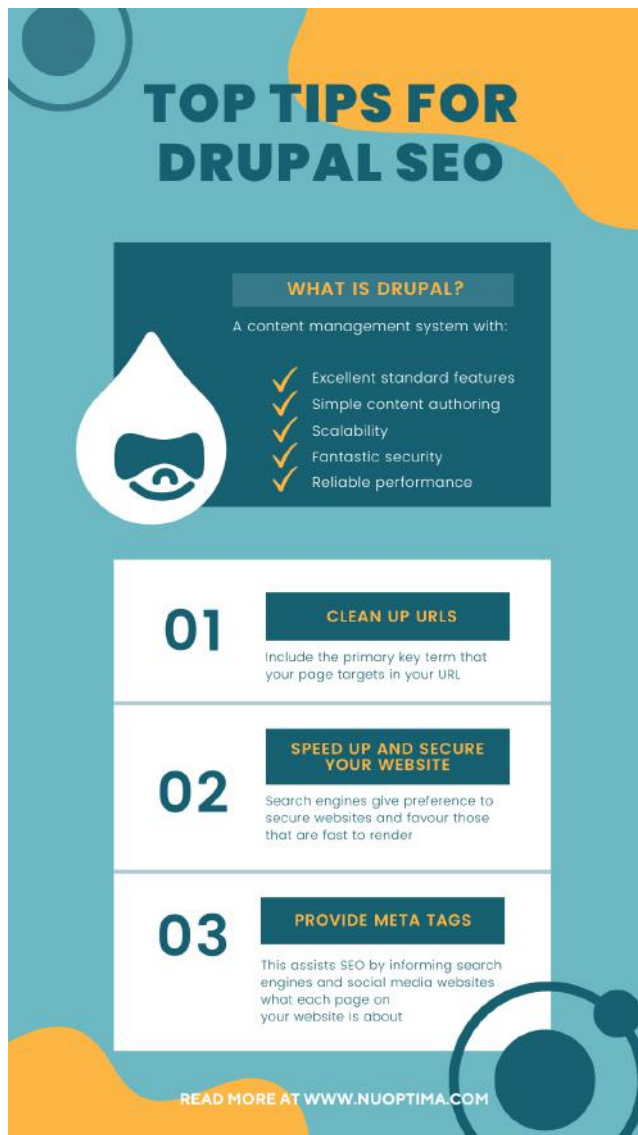
If you've worked hard to build a custom website, you will want customers to find you on search engines. In this section, we offer you some of the best top tips to ensure your content can be crawled and seen by both search engines and users alike.

Clean Up URLs



Your URLs are vital for SEO. URLs that have specific words that represent the actual content of that page will rank higher. For Drupal SEO, go into your website settings and click '**enable clean URLs**'. This lets you change URLs to reflect the individual page content instead of a URL made up of randomised numbers and letters. It can be a wise idea to use a URL similar to that of the title of the page. This way, the URL is more contextual. It is also recommended

to include the primary key term that your page targets in your URL itself. This tip is important because you need to make sure your website is showing the right content and that link value is maintained even when the content changes. There are also some modules you can use to edit your URLs:

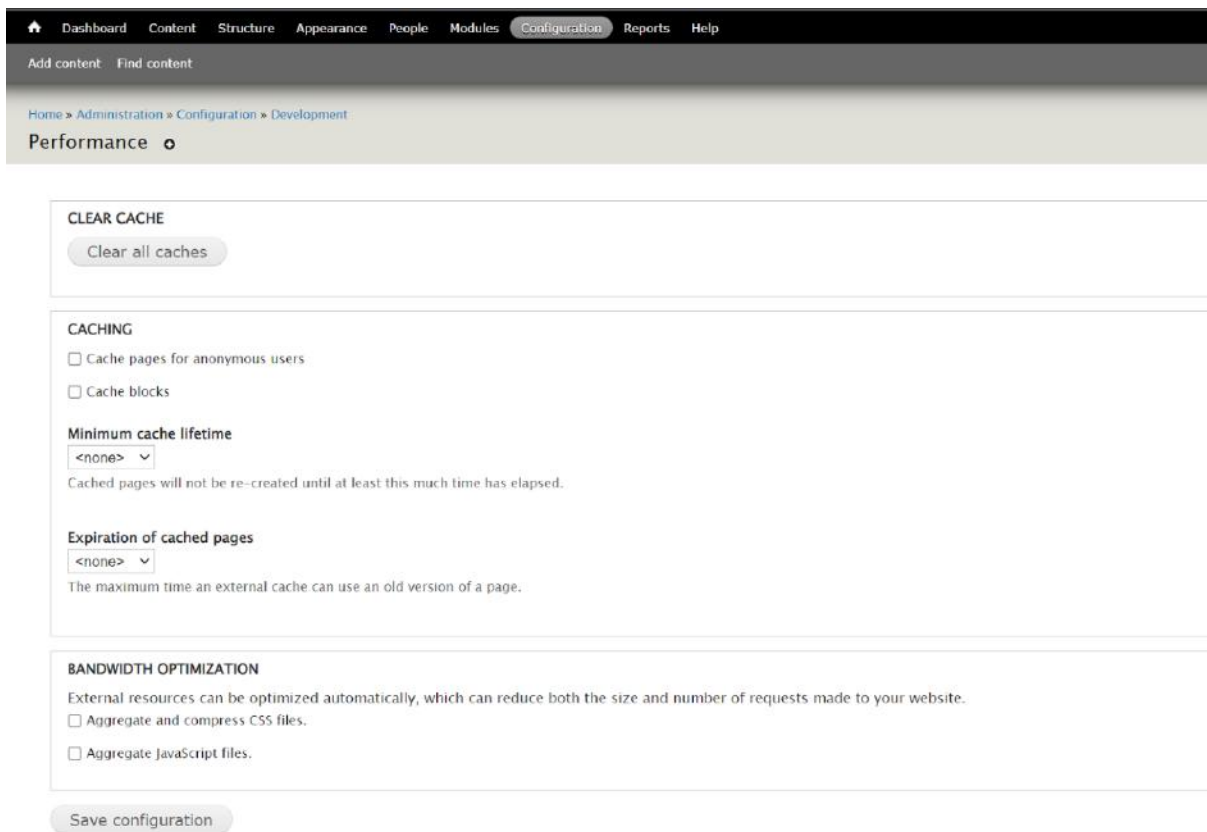


- **Redirect module:** The **'Redirect' module** lets you redirect old URLs to new ones. This is particularly useful when you have moved a piece of content to another section of your website or accidentally changed the URL. This helps SEO as it ensures that any URL that ranks on Google will still resolve when a user arrives. This module automates fixing broken links.
- **Pathauto module:** Using the **'Pathauto' module**, Drupal automatically generates URLs for your content that is fantastic for SEO, meaning you do not have to create

every single content URL on your site manually. Essentially, it makes sure that your URLs are search engine-friendly.

Speed Up And Secure Your Website

Two of the most essential attributes of your website are its speed and security. As we know, Google favours websites that are both secure and fast to render. In terms of speed, if a website is slow and it takes too long for a search engine to crawl, search engines will not want to present it to their audience. Speed became a ranking factor for Google in 2010. Therefore, to check the speed of your Drupal site, you can go to the **'Performance'** area of your **'Admin'** account. You can also use Google's **PageSpeed Insights** to see how well your website is doing.



Turning to security, there is no point in spending time and effort in SEO if your site can easily get hacked. Plus, search engines prioritise privacy and safety on the Internet, so they give preference to secure sites. To check if your website is secure, look at the URL in your browser. The lock icon and the **'s'** in **'https'** will tell you if a website is secure.

Provide Meta Tags

Meta tags are important when it comes to making Drupal as effective as possible. They are snippets of texts used to inform search engines and social media websites about the content on each page of your site. This assists SEO by clearly communicating what you think each page on your website is about and how you want it to be described on their websites.

Without meta tags, you will have to rely on the search engines themselves to make their own minds up about your content. Here are a couple of modules that might be worth using:

- *'Metatag' module*: This lets you automatically provide structured metadata and title tags to every page of your website. It places both meta tags and the HTML title tag in the header of a webpage. This equates to less code and quicker rendering of your pages, and this can also help with SEO.
- *'Hreflang module'*: Search engines use tags to serve the correct language or regional URL in search results. Hreflang automatically adds these tags to your pages based on your website's enabled languages and the language switch links provided by core.

Make It Mobile-Friendly

Search engines such as Google prioritise **mobile-friendly** sites because so many searches are now occurring on mobile devices, and they want their users to have the best experience. One of the best ways you can ensure your Drupal website is mobile-friendly is by making it responsive. Consider whether text, images, and the overall layout of your site morph depending on the browser size.

Because there are now so many different sizes of mobile phones, well-designed sites use a responsive design that can adjust to various sizes. However, Drupal SEO is not just about responsive design. It is also about creating content that is optimised for smaller devices as well as access on the go. It is important to have a 'mobile-first' mindset. A couple of top tips to make your website more mobile-friendly on Drupal include:

- Avoid adding too many popups as this can disrupt the mobile experience.
- Think vertical instead of horizontal when it comes to your website design. Create 'stacked' designs.
- Utilise headings, lists, bullet points, and images to ensure the content is easier to scan through.

TOP TIPS FOR DRUPAL SEO



04

MAKE IT MOBILE-FRIENDLY

Use a responsive design that can adjust to various sizes and create content that is optimised for smaller devices

05

DO YOUR KEYWORD RESEARCH

Use Google Keyword Planner to build your keyword lists

06

COMMUNICATE WITH SEARCH ENGINES DIRECTLY

Submit an XML sitemap of your content, and use Cron and Google Analytics

07

ENSURE YOUR WEBSITE IS ACCESSIBLE

Allow more people to enjoy your content without visual or technological limitations

08

DISCOVER DRUPAL SEO MODULES

These modules have been created to help you optimise and customise your website

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Do Your Keyword Research

It is crucial that you incorporate relevant keywords into content and page copy so you can draw your audience into your website and give them the information they need. To ensure that you use the correct keywords and phrases, you need to conduct thorough **keyword research**. You need to discover what people actually search for and the terms they use to help your website appear higher up in relevant searches. A good tool for this is **Google Keyword Planner** to help you build your keyword lists.

Once you have a confident idea of the keywords that your target market is using and what they are searching for, you can then create content that attracts them to your website. It's not rocket science: websites that optimise the best are those that deliver content that people care about on a regular website. You should incorporate your keywords naturally. Sprinkle them throughout your content, place them in relevant URLs, use them in headlines, and drizzle them into page descriptions.

Communicate With Search Engines Directly

Search engines want you to be able to communicate with them to help them crawl and index your website. To do this, they provide tools and reports to help you understand what is going on with your website and to communicate with them better. People who do this well will experience better search results and witness better traffic. Here are a few tools you can use to accomplish this:

- **'XML Sitemap' module:** An XML sitemap is a specially formatted summary of every piece of content on your website. This module creates an XML sitemap of your content that can then be submitted to search engines. Having an XML sitemap helps your SEO efforts by presenting Google with a list of all the pages you wish them to crawl. While Google can do this without a sitemap, the bigger and more complex your site becomes, the more likely a search engine's crawler will get confused and potentially miss pages or sections of the site.
- **Cron:** Cron is a system that cleans up and maintains your Drupal site. Among other things, it indexes content, rebuilds XML sitemaps, and checks for updates. This means your XML sitemap will stay up to date with any new content that you add to your site.
- **Google Analytics:** This allows you to find valuable insights about your website visitors, such as behaviour on your website, demographics, keywords used to find

you, and so on. This can be a great way to determine what can be improved upon to attract more traffic.

Ensure Your Website Is Accessible

Search engines consider the accessibility features of a website when ranking them in their search results. They give priority to those that check all the accessibility boxes, and do not prioritise those that lack compliance. Accessibility is, in a nutshell, how accessible your website is to people across a variety of experiences, perspectives, and abilities. So, for example, this can include visual limitations as well as technology limitations. Websites that are more accessible can be accessed by a wider variety of people. The more people who can access your website, the better, and search engine websites will reward you for that with better positions. It is also something you should be aiming to do; allowing more people to enjoy your content without restriction or sacrifice. There are numerous Drupal tools and modules you can use to determine how well your website is doing as well as work out the areas for improvement.

Discover Drupal SEO Modules

With its open-source coding, Drupal has an impressive amount of Drupal modules that have been created to serve the needs of Drupal users, some of which we have already mentioned in this piece. Modules are essentially software codes that have been made by others that you can try out. You can even search for SEO-specific tools when you look at Drupal modules. These modules have been created specifically with the intention of helping you optimise your website and customise it to your heart's content. Many people also use '**SEO Checklist**', a module that uses best practices to check your website for proper SEO.

Grab the Reins of Drupal SEO

So there you have it! There are numerous tactics you can perform when conducting Drupal SEO which we have listed in this chapter such as implementing meta tags, cleaning up your URLs, and thorough keyword research. By incorporating these tips into your SEO strategy, you can increase website visibility and ultimately, its overall success.

Chapter Summary

- Drupal is a free, open-source content management system used to build applications and websites. Drupal SEO is an effective marketing strategy used to draw traffic and

increase sales. Its pros include its strong community, robust security, and mobile-friendly themes.

- Some of our top tips for conducting Drupal SEO include cleaning up URLs, making your website accessible and mobile-friendly, speeding up your website, and using Drupal modules.
- Understanding and implementing these tactics are key to the success of your Drupal SEO efforts.

Chapter Sixteen:

Joomla

The next CMS on our list is Joomla. Read on to discover more about Joomla as a CMS, the pros and cons of using it, and key tips on how to conduct Joomla SEO efficiently.

What Is Joomla?

Joomla (or Joomla!) is a self-hosted, open-source content management system. It is free and can be used to build dynamic websites and applications. Joomla appeals to many because of its simplicity and ease of use and is especially suited to small organisations and businesses. Over two and a half million websites currently use Joomla across the globe. Joomla SEO is a strategy that can be used to improve the ranking of Joomla websites.

Is Joomla Good for SEO?

While Joomla is not considered to be as SEO-friendly as certain other CMS platforms, a strong SEO strategy can still prove successful on Joomla as long as you understand how to use the platform properly. Below, we list its main pros and cons.

Pros of Joomla for SEO

- **Multilingual support:** The majority of CMS on the market need third-party plug-ins for multilingual support, but Joomla has this built-in.
- **More versatility:** The modules and components of Joomla award you with more flexibility for displaying various content types (even non-standard ones). You can build different types of websites within the platform.
- **Great user management:** Joomla offers one of the very best systems for user management and user access controls. It is considered to be a great choice for beginners.
- **SEO extensions:** Joomla has an extensions library that includes many SEO tools that can help improve your SEO efforts.

- **Templates:** Joomla has an impressive collection of premium templates online compared to other CMS platforms.

Cons of Joomla for SEO

- **Limited SEO capabilities:** Joomla does not have the very best SEO capabilities compared to other similar platforms.
- **Complicated for complex sites:** While it is easy to use for relatively simple website builds, it is much more complicated if you want to build a complex site. It is very challenging without help.

A Note On Joomla SEO Tools

When conducting SEO, there is the option of using specific tools and applications that can help. It is worth being aware of these tools as they can assist you further with SEO. Here are a few of the most notable:

- **Sh404sef:** This is considered the most complete SEO tool.
- **EFSEO:** This can be used to manage your metadata conveniently.
- **SEO-Generator:** This focuses on metadata configuration.

12 Top Tips For How To Do Joomla SEO

Here we give you 12 of our top tips on how to do Joomla SEO. There are numerous other tactics you can employ for your SEO strategy, but here we have provided you with some of the most key tips.

12 TOP TIPS FOR HOW TO DO JOOMLA SEO



01



ENSURE YOU ARE ON THE CORRECT TYPE OF SERVER

Do not choose IIS (Windows) or a shared hosting account to host your websites. Instead, opt for setting up your Joomla site on an Apache server with 'mod_rewrite' installed.

02



REMOVE '/IMAGES/' FROM THE ROBOTS.TXT FILE

In this automatically generated file, Joomla has a disallow rule for the images directory. However, you will want search engines to search or index your images folder as images generate a considerable amount of traffic.

03



RENAME 'HTACCESS.TXT' TO '.HTACCESS'

This is the prerequisite for you to rewrite your URLs. Writing your own URLs is important for SEO.

04



ENABLE SEF URLs AND URL REWRITING

Search Engine Friendly URLs is the setting that removes all the dynamically generated nonsense from your URL and instead replaces it with the alias of the menu item you are using on the page.

05



MANAGE YOUR METADATA

Both your title tags and meta descriptions are crucial, as they assist with click-through rate (CTR). CTR in turn is seen as a significant ranking factor by search engines.

06



OPTIMISE YOUR IMAGES

Using high-resolution photos might look pretty, but will slow down your website. Slow loading speed, in turn, will affect your ranking. Thus, aim to use lightweight JPEG images and reduce your image sizes.

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Ensure You Are On The Correct Type Of Server

This first step is important to consider. You should discover which type of server you are on, because if you are using an **IIS (Windows)** server to host your website, it can be an

extremely frustrating experience. Some have expressed that URL rewriting does not gel very well with any rewrite module that IIS uses. Plus, if you are using a shared hosting account, rewrite modules are a challenge to set up. There have also been complaints of issues with the installation and configuration of Joomla on an IIS server.

For this reason, it may be prudent to set up your Joomla site on an **Apache** server with '**mod_rewrite**' installed. Any SEO components you wish to install will be much more efficient.

Remove '/Images/' From The Robots.Txt File

In Joomla's automatically generated **robots.txt** file that is created upon installation, Joomla has a disallow rule for the images directory. This means that search engines do not search or index your images folder. This is problematic because images generate a considerable amount of your traffic from search engines. Therefore it is important to have images correctly optimised. To do this, all you need to do is remove the following line from your robots.txt file:

/images/

This is a simple step that can really help make a difference.

Rename 'Htaccess.Txt' To '.Htaccess'

You will want to enable URL rewriting so that you can make URLs much better than they started out. For this reason, you will need to rename the '**htaccess.txt**' file to '**.htaccess**'. The latter is the version utilised by both Joomla and mod_rewrite.

Enable Search Engine Friendly (SEF) URLs And URL Rewriting

SEO

Search Engine Friendly URLs Yes

Use URL Rewriting Yes

Apache and Litespeed: Rename `htaccess.txt` to `.htaccess`
IIS: Rename `web.config.txt` to `web.config`
NginX: you must [configure your server](#).
Other servers or if unsure: please consult your hosting company.

Add Suffix to URL No

Unicode Aliases No

Site Name in Page Titles

In your Joomla **'Global Configuration'**, set both the **'Search Engine Friendly URLs'** and **'Use URL Rewriting'** options to **'Yes'**. Why should you do this? Search Engine Friendly URLs (SEF URLs) is the setting that removes all the dynamically generated nonsense from your URL and instead replaces it with the alias of the menu item you are using on the page. URL Rewriting is the setting that removes from the URL the **'/index.php'**. Bear in mind that for this to be enabled, you need to have `mod_rewrite` enabled, and you must have a `.htaccess` file (see previous tip).

It is entirely up to you when it comes to the other options under **'Global Configuration'**. For example, you may wish to also press **'Yes'** on the option to include **'Site Name in Page Titles'**, especially if the website has lots of content.

Manage Your Metadata

While meta keyword tags are not particularly useful these days, both your **title tags** and **meta descriptions** are crucial. These are the text that comprises your search engine listings, so is one of the first impressions a visitor will have of your website. While meta titles and descriptions are not official ranking factors, they do assist with **CTR** which is seen as a significant ranking factor. To edit metadata for your Joomla website, you need to navigate to each menu article/item and then edit the page titles and descriptions. Some users do choose to use SEO tools that can let you edit all your metadata on a single screen.

Optimise Your Images

Images are the easiest way to explain your topic to a visitor. Images will illustrate your product or even your article better. The problem is, using high-quality and high-resolution photos might look pretty, but there can be complications. As these photos will be large, they take more space and time to load on your website, which in turn will slow down your website. And Google sees a slow loading speed as a bad sign. Therefore, you need to reduce your image sizes. Here are a few tips to optimise your images:

- Aim to use lightweight images.
- Add titles and **alt tags** to your images. These help convey to those with visual impairments what your content is and help search engines understand and rank your page.
- Aim to use **JPEG images**, and only use GIF or PNG when necessary.
- Use images with proper resolutions and size.

Optimise Your Links

Internal Links: The initial purpose of **internal links** is website navigation. In terms of content, it is also a method for reference. However, while internal links have great benefits, inserting them without care or for the sake of it will harm your SEO efforts. You should create internal links that prove natural for the reader, so the link must fit with the context and should not be forced. You should also use relevant anchor text. Finally, make sure you set a **dofollow** link. If you select **nofollow**, it will block search bots from crawling your site. Remember, do not insert internal links for the sake of numbers.

Outbound Links: An **outbound link** is purely for reference. You may worry that giving outbound links will transfer your ranking authority as you are getting your reader to look at other sites. This only occurs when you give the link a dofollow instruction. Therefore, with outbound links, you can use a nofollow link. Bear in mind that outbound links are important for your reader as you have a solid reference for what you write.

Broken Links: Also known as 'dead links', these are links that no longer exist. So, when a visitor clicks on these links, they get redirected to a deleted page. Obviously, this has a negative impact on your audience as well as affects your ranking. Therefore, you must ensure you fix all **broken links** that are on your website.

12 TOP TIPS FOR HOW TO DO JOOMLA SEO



07



OPTIMISE YOUR LINKS

This includes optimising internal links to fit the context, using nofollow for outbound links, fixing broken links, and creating high-quality backlinks.

08



CREATE AND SUBMIT A SITEMAP

This assists search engines in finding, crawling, and indexing your web pages, and helps them to understand if your content is relevant to a search query. This, therefore, helps your website to rank well.

09



MAKE SURE YOUR WEBSITE IS MOBILE-FRIENDLY

Google's algorithm is designed to give a boost to mobile-friendly pages in its search results. Therefore, it is crucial that your site accommodates users of different types of devices and screen sizes.

10



ENABLE GZIP COMPRESSION

This asks your server to compress your website files before sending them to the receiver. Enabling will make your website load faster, and thereby favour your ranking.

11



WIN AT LOCAL SEO

If you are a location-based business, use location-based keywords, optimise for voice search, and register on Google Business Profile.

12



CONDUCT EFFICIENT KEYWORD RESEARCH

It helps you understand what search terms visitors use to find your products or services. The most prominent places to put your keywords include metadata, content, subheadings, and headlines.

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Backlinks: **Backlinks** are links from other websites to yours and are deemed by Google as signs of approval. When other websites link to you, they are essentially promoting and vouching for your content. The more backlinks you have that are of good quality, the better

Google will view you. There are numerous ways to generate backlinks, such as through social media marketing, technical link-building, and strategic partnering.

Create And Submit A Sitemap

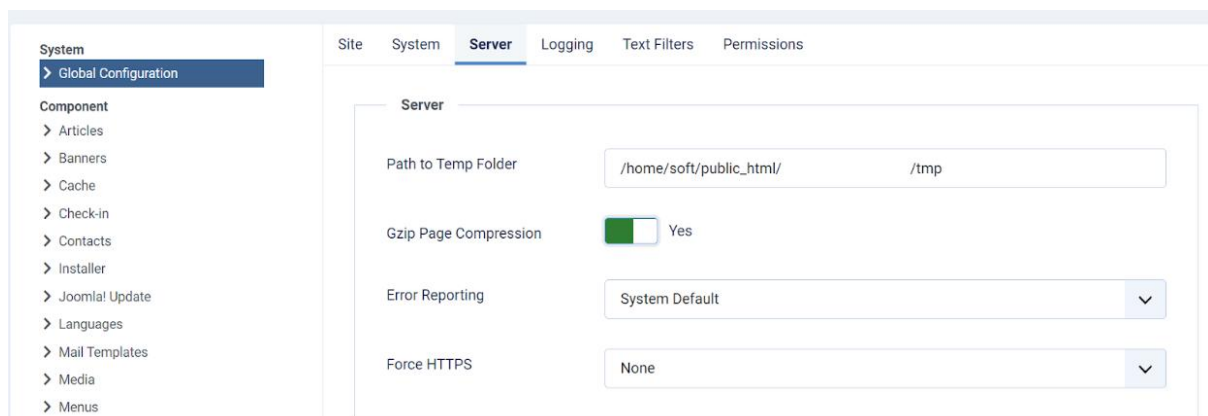
This is another easy addition to your SEO strategy that can contribute to a boost in rankings. A **sitemap** is a file that gives search engines critical information about how your webpages relate to each other. It is essentially your website's blueprint and assists search engines in finding, crawling, and indexing your webpages. For this reason, sitemaps help search engines to understand if your content is relevant to a search query. They also give a good user experience. This, therefore, helps your website to rank well. Once you have created a sitemap, submit it to **Google Search Console** so that Google can find all your pages both efficiently and easily.

Make Sure Your Website Is Mobile-Friendly

This is key. Google's algorithm now ranks content to a large extent based on how **mobile-friendly** it is. Indeed, it is designed to give a boost to mobile-friendly pages in Google's mobile search results. Therefore it is crucial that your site accommodates users of different types of devices and screen sizes.

Enable Gzip Compression

Gzip compression asks your server to compress your website files before sending them to the receiver. This means your website will load faster. As already mentioned, Google and other search engines favour faster websites. To enable this setting, click on '**System**', then '**Global Configuration**'. Once you have clicked this, find the Server tab and click '**Yes**' on '**Gzip Page Compression**'.



Win At Local SEO

This is a critical tip if you are a location-based business with a Joomla website. You should always include local SEO in your strategy. You can do this by:

- **Use location-based keywords:** Utilise these in your content and metadata to show users and search engines where you are located.
- **Optimise for voice search:** The majority of location-specific searches are done via voice search. By optimising this, you will rank higher for local searches.
- **Register on Google Business Profile:** Directories like this are a great way to help you show up for local searches, accompanied by a map of your location.

Conduct Efficient Keyword Research

Keyword research is key to any SEO strategy. It helps you understand what search terms visitors use to find your products, services, or articles. When you discover these keywords, you can use them in your content to attract traffic when someone searches for them on Google. The most prominent places to put your keywords include metadata, content, subheadings, and headlines.

Become a Boss at Joomla SEO

If you have a Joomla website, there are numerous SEO tactics you can use to improve your rankings and dominate the results pages of search engines. These tips include optimising your images and links, conducting thorough keyword research, submitting a sitemap, and managing your metadata. Use these tips in your SEO strategy if you want your Joomla website to top SERPs.

Chapter Summary

- Joomla is a free, self-hosted, open-source content management system that can be used to build websites and applications of any kind. Joomla SEO is an effective marketing strategy for drawing traffic and increasing sales. Its key benefits include its versatility, user management, and collection of premium templates.
- Some of our top tips for conducting Joomla SEO include: optimising your images and links, submitting a sitemap, enabling Search Engine Friendly URLs, and managing your metadata.

- By taking advantage of these tips, your Joomla site can dominate SERPs.

Chapter Seventeen:

OpenCart

OpenCart is an e-commerce platform where users can buy and sell products online. As with every other CMS platform, there are specific SEO techniques you can employ on your OpenCart website to maximise visibility. In this chapter, we weigh up OpenCart as a CMS, its benefits and disadvantages, and offer essential tips for conducting SEO.

What Is OpenCart?

OpenCart is a free and open-source **e-commerce** platform where online products can be bought and sold. It is home to tens of thousands of websites full of countless products for Internet shoppers to peruse and purchase. Search engines supply a huge proportion of e-commerce traffic, and so consequently, OpenCart store owners are starting to turn more and more to an extremely effective marketing strategy for drawing traffic and, therefore, sales. This is known as OpenCart SEO, a strategy to enhance the visibility of OpenCart websites.

01
What is OpenCart SEO?

OpenCart is a free and open-source e-commerce platform where online products can be bought and sold

OpenCart SEO is, therefore, a strategy to enhance the visibility of OpenCart websites.

03
A Note on SEO Extensions

The OpenCart SEO Extension provides numerous ways to improve the search engine ranking of your shop

SEO SERVICES FOR OPENCART WEBSITES



02 Is OpenCart Good for SEO?





- You can build an international e-commerce presence
- OpenCart offers an easy-to-understand dashboard
- It offers a complete set of metrics and reports
- OpenCart is compatible with practically all current payment gateways
- Many of the OpenCart add-ons are free
- The platform offers excellent technical support

- There is no auto meta generation
- There are no scalable tools for SEO management
- There are limited options for SEO URL customisation
- There is no microdata on product pages
- H1s and meta titles are seen as interchangeable
- Canonical links are confusing



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Is OpenCart Good For SEO?

When it comes to e-commerce SEO, there are a variety of pros and cons depending on the platform in question. This remains true for OpenCart. While there are SEO tactics you can utilise on OpenCart, there are also some deficiencies on the platform concerning its built-in SEO capabilities. Let's consider its benefits and drawbacks.

Pros of OpenCart for SEO

- You can build an international e-commerce presence. OpenCart is multilingual, so you can implement numerous languages into your storefront, increasing the appeal of your website internationally.
- OpenCart offers an easy-to-understand dashboard so you can quickly view all the information you need to know about your site.
- It offers a complete set of metrics and reports so you can see how healthy your store is. These reports can even be tailored to fit your business needs.

- OpenCart is compatible with practically all current payment gateways, including **PayPal, Sage Pay, WorldPay, E-Way, and Amazon Payments**.
- Many of the OpenCart add-ons are free. Many other CMS platforms charge for these services.
- The platform offers excellent technical support. Unlike other CMSs that require you to fully rely on free community support, OpenCart has a dedicated technical support service. While it does cost to use this service, you get quick correspondence, high-standard work, and a complete report.

Cons of OpenCart for SEO

- There is no auto meta generation. This means that time is therefore lost manually writing meta titles and descriptions.
- There are no scalable tools for SEO management. This means that much time is spent on monotonous optimisations.
- There are limited options for SEO URL customisation. This equates to less SEO-friendly URLs for both users and search engines.
- There is no microdata on product pages. This translates to less engaging search listings and pages that are challenging for search engines to crawl.
- H1s and meta titles are seen as interchangeable.
- Canonical links are confusing.

Because of these cons, some users of OpenCart see its SEO features as relatively limited for those who seek to improve their website's visibility in search engine results. Fortunately, there are manual tactics that can be used to make your OpenCart website better for SEO which we will explain shortly.

A Note On SEO Extensions

OpenCart offers extensions or add-on programmes that provide added functionality to your website. It also allows you to further customise your e-commerce store using extensions. One of the extensions available is '**OpenCart SEO Extension**'. This extension provides numerous ways to improve the search engine ranking of a shop. For example, the admin can create SEF URLs on all pages of the website. Plus, it can also provide SEO URLs for

every language in the store. While this is an option to consider, our focus returns to how you can use manual tactics to perform OpenCart SEO.

How To Do OpenCart SEO: Our Top Tips

Generally speaking, your SEO success will be determined by the strategies you use to make your website more user-friendly. Below, we offer some of the most effective SEO strategies for your OpenCart website.

Ensure You Have Effective Link-Building

One of the most important ranking factors that Google uses to determine the SEO strength of your OpenCart website is **backlinks**. As we know, backlinks are links from other websites to yours. Google deems backlinks somewhat as signs of approval. This is because when another website links to you, they are essentially vouching for your content. Consequently, the more backlinks you have (of high-quality), the better you will appear to Google. There are a few ways to generate backlinks. Here are a few popular methods:

- **Social media marketing:** Research has shown that the more social links your website generates through social media platforms such as TikTok, Facebook, and Twitter, the more backlinks you tend to have. Social media links do not count as backlinks, but they do assist in promoting your content. Plus, it is beneficial to bear in mind that the more your content is read and shared, the better the chances of it generating a link back to your store.
- **Technical link-building:** Some strategies are used solely for the purposes of generating backlinks. These can include finding unlinked mentions of your brand, creating digital coupons, and reviving dead links.
- **Strategic partnering:** One of the great advantages of being an e-commerce brand is that there are many avenues you can proceed down to promote your product. For example, you have the options of **publishers, vendors, bloggers, influencers, related brands**, and more that have an interest in sharing your content. Therefore choosing to partner with businesses in any of these aforementioned categories will provide you with a good chance of generating backlinks.

For more in-depth information on backlinks, please refer to the backlinks section (Section Six) of this book.

Ensure You Have A Fantastic Technical Performance

HOW TO DO OPENCART SEO

01 EFFECTIVE LINK-BUILDING

Social Media Marketing
Social media links through TikTok, Facebook, Twitter, etc. do not count as backlinks, but they do assist in promoting your content.

Technical Link-Building
Finding unlinked mentions of your brand, creating digital coupons, and reviving dead links.

Strategic Partnering
Choosing to partner with businesses in categories such as publishers, bloggers, and related brands will provide you with a good chance of generating backlinks.

02 GREAT TECHNICAL PERFORMANCE

Write SEO-friendly URLs
Should be short, descriptive, simple, safe (SSL), and contain your keyword.

Accommodate Mobile Devices
Ensure that your site accommodates users of various device types and screen sizes.

Submit an XML Sitemap
To ensure that Google can find all your pages easily and efficiently.

Canonical Tags for Duplicate Content
To avoid Google indexing the incorrect page of your duplicate content.

Organise Your Data with Schema Markup
To gain rich snippets in SERPs.

Make Your Website Load Quickly
Page load speed is an official Google ranking factor.

Use a Robots.txt File
To inform Google how to crawl certain pages specifically, as well as to leave some out of search engines.

03 QUALITY CONTENT MARKETING

- Optimise meta tags
- Conduct search intent optimisation
- Ensure you have an effective site structure and content hierarchy
- Include descriptive image alt text
- In-depth keyword research

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While high-quality backlinks is a key tactic to putting your website on Google's good side, it is not enough to get you ranking at the very top of SERPs. For this to happen, you need a store that performs as well as it appears. Therefore, on OpenCart, you will need to do the following:

- **Write SEO-friendly URLs:** It is a well-known fact that the best URLs are ones that are easy for both your users and Google itself to understand. They should be short, descriptive, simple, and safe (you should use **Secure Sockets Layer — SSL**), plus they should contain your keyword. Essentially, visitors to your website should know what the page is about based on its URL.

- **Accommodate mobile devices:** Google's algorithm ranks content to a substantial extent based on how **mobile-friendly** it is. It is therefore wise to prioritise mobile devices. Indeed, the algorithm will rank the mobile version prior to the desktop one for newer websites. Ensure that your site accommodates users of various device types and screen sizes. If this precaution is not observed, your mobile experience will most likely hurt your search ranking.
- **Submit an XML sitemap:** An **XML sitemap** is a map to all of your pages for Google's crawlers. Ordinarily, Google locates all your pages through internal links, but they can sometimes be missed, resulting in your pages being excluded from search engine results. Therefore by submitting an XML sitemap to Google, you are ensuring that Google can find all your pages easily and efficiently.
- **Utilise the canonical tag for duplicate content:** For OpenCart websites, duplicate content can be made by pagination (separating digital or print content into discrete pages) and when the same product content is in two separate parts of the website. You do not get penalised for creating duplicate content, but you should be aware that Google only indexes one of these pages, and if it is the incorrect one, it can impact your rankings negatively. When you use the **canonical tag**, Google will index your canonical tag. However, Google does reserve the right to index the page it believes to be the most relevant.
- **Organise your data with schema markup:** **Schema** is a type of labelling language that assists search engines in better processing your website. This can lead to rich snippets in SERPs. These are more robust search listings that allow you to include things such as images and reviews.
- **Make your website load quickly:** An official Google ranking factor is **page load speed**. However, many websites take some seconds to load, which significantly increases the bounce rate (percentage of people who land on a page and then leave). Therefore, key ways to speed yours up include compressing large images or removing ones entirely that aren't necessary, minifying JavaScript, and building pages with **AMP (Accelerated Mobile Pages)**.
- **Use a robots.txt file:** A **robots.txt file** lets you inform Google how to crawl certain pages specifically, as well as to leave some out of search engines. This can include checkout and admin pages.

Ensure You Have High-Quality Content Marketing

Content marketing is key to great on-page SEO. **On-page SEO** is related to improving the physical content on your website. For this tip, we have the following methods:

- **Optimise meta tags:** Both meta titles and meta descriptions are the text that comprises search engine listings. Despite the fact that these are not official ranking factors, they still contribute to SERP CTR, and SEO experts see this as a significant ranking factor.
- **Conduct search intent optimisation:** Not all Google searches are identical. By this, we mean that some people will be searching for products, some will be searching for information, and others will be attempting to get to a certain page or site. To understand what sort of content to create for a certain search term, you need to understand **search intent**. For example, is a searcher looking for a blog post or a product page? This can be accomplished by searching a query and investigating what Google provides as the top results. Through testing, these are the results that Google believes to be the most relevant and suitable for users. You should use the results to guide your own content creation.
- **Ensure you have an effective site structure and content hierarchy:** In order for your content to be easy to consume, it should be organised with effective **internal linking** and structure. Pages should follow a structure that is logical and organised, from broad content to more specific, so that visitors can locate specific products from broad ideas. For example, you may wish to structure your pages like this: *homepage > product category page > product subcategory page > product page > product variation page*, and so on. Similarly, your content should also be organised with one HTML page title and H1 header on every page that describe the overall page's theme. Then H2s, H3s, etc., should mould into a hierarchy depending on the relationship of content from broad to specific.
- **Include descriptive image alt text:** Images are simple to optimise in terms of boosting your SEO. You just need to create effective image **alt text** and filenames. Alt text is a short sentence that describes your image. It helps people who suffer from visual impairments to better understand your content. It is intended for screen reading software to read aloud, and it also assists search engines in understanding and consequently ranking your page. Penning effective image **filenames** can also assist with SEO. When you go about naming your image files, use a few words to title your image and ensure you put dashes between each word. Both filenames and

alt text benefit if you include your focus keyword. However, do not overdo it, as Google may perceive it and flag it as spam.

- **In-depth keyword research:** Conducting keyword research helps you discover what terms visitors are using to find your products. When you find these out, you can utilise them (as well as related search terms) in your content to attract traffic when someone searches them on Google.

Up Your OpenCart SEO Game

When undertaking SEO for your OpenCart website, there are several tactics you should be aware of and ensure you implement effectively. These include creating high-quality content marketing, outstanding technical performance, and effective link-building. If you want your e-commerce OpenCart website to shine, use these SEO tips to get ahead of the competition and grab the top positions in SERPs.

Chapter Summary

- OpenCart is a free e-commerce platform where online products can be purchased and sold. OpenCart SEO is an effective marketing strategy for drawing traffic and increasing sales. Its benefits include its multilinguality, easy to understand dashboard, and excellent technical support.
- While OpenCart's SEO features are seen as fairly limited by many, there are numerous manual tactics you can utilise to make your OpenCart e-commerce store better for SEO.
- Our top tips for conducting OpenCart SEO include: ensuring you have effective link-building, a fantastic technical performance, and high-quality content marketing.

Chapter Eighteen:

PrestaShop

PrestaShop is another e-commerce CMS platform popular for online stores. This is the chapter for you if you want to discover more about the CMS PrestaShop, its pros and cons, and explore invaluable tips on how best to perform PrestaShop SEO.

What Is PrestaShop?

PrestaShop is an open-source **e-commerce** platform. It is a popular CMS for online stores. It is lauded as being a user-friendly platform that offers a substantial amount of features that can be adapted to the user's needs. PrestaShop also falls under the term 'freemium', a business model where a company offers basic features to users at zero cost and then charges a premium for advanced or supplemental features. To get the most out of your PrestaShop and enjoy a successful SEO performance, it is important to optimise it. Therefore, PrestaShop SEO is a strategy used to improve the ranking of PrestaShop sites.

Is PrestaShop Good for SEO?

With the right knowledge and implementation, SEO techniques can prove effective on PrestaShop. However, as with all CMS platforms, there are certain pros and cons that must be taken into consideration.

Pros of PrestaShop for SEO

- PrestaShop is viewed as a convenient and user-friendly platform, and technical know-how is not necessary to run a store. It is simple to create and maintain a website.
- Thousands of plugins are available on PrestaShop, adding to the ease of building and monitoring a store.
- PrestaShop does not require any licensing cost and is completely free to download and use.
- This platform is multilingual and also supports multiple currencies, making it easier to broaden your store's reach internationally.

- PrestaShop also provides reliable payment gateways, with options such as **PayPal** and **Google Checkout**, secure methods that protect against fraud activity.

Cons of PrestaShop for SEO

- PrestaShop is seen as excellent for small- and medium-sized companies but may not be ideal for larger businesses.
- There is limited customer support as there is no official PrestaShop support team (although there are support pages with active members to help).
- Some users consider PrestaShop's overall design unprofessional.

14 PrestaShop SEO Top Tips

In order for your PrestaShop to be profitable online, customers have to be able to find your shop. For this reason, implementing various SEO strategies is vital to the success of your store. Take heed of our following tips to help optimise your store and attract additional traffic and sales.

Optimise Performance And Speed

Our first tip is one of the most important to remember. When online shopping, speed directly affects purchase transactions. Therefore, you want the potential customer to receive the information as quickly as possible, as the more time that goes by, the less likely they are to decide to make a purchase. Furthermore, **site speed** is also one of the ranking considerations of search engines. If you have a slow website, Google and other search engines will not prioritise you in their listings. Here are several ways to optimise your website's speed and, therefore, performance:

- Restrict the use of JavaScript and heavy website customisation through coding.
- Invest in high-speed hosting servers.

- Enable the Smart Cache and CCC on your PrestaShop settings under '**Advanced Parameters**'. This will accelerate the loading speed of the various pages.

Smarty

Template compilation: Never recompile template files

Cache: Yes
Should be enabled except for debugging.

Multi-front optimizations: No
Should be enabled if you want to avoid to store the smarty cache on NFS.

Caching type: File System

Clear cache: Clear cache everytime something has been modified

Save

CCC (Combine, Compress and Cache)

* Smart cache for CSS: Yes

* Smart cache for JavaScript: Yes

* Apache optimization: Yes
This will add directives to your .htaccess file, which should improve caching and compression.

Save

- Use a tool such as **PageSpeed Insights** to run a performance test. This way, you can instantly examine your site and receive great tips on how to improve its performance.



Utilise Google's Tools

Google provides various tools that can help with your SEO efforts. Let's take a look at a couple that are worth utilising:

- **Google Analytics:** This enables you to keep an eye on various SEO metrics, such as real-time information about the traffic, sales, and conversions of your store. You can also learn about the ethnicity, gender, and age of the users who visit your online shop and how they respond to various options.
- **Google Search Console:** Use this tool to get your website verified and indexed by signing up for an account. This tool allows you to find the penalties, search queries, indexing status, and crawling errors on your website so that you can take steps to remedy them.

Make Your PrestaShop Mobile-Friendly

Making a website friendly to mobile devices has never been more critical. It is crucial then to ensure your website is mobile-responsive. Furthermore, mobile friendliness is an important ranking factor used by search engines. Indeed, Google has brought out its '**Mobile-First Indexing**', which prioritises the indexation of the mobile version of your store over the desktop one. Ensuring your website is mobile-friendly is, therefore, a key SEO strategy.

Get Rid Of Duplicate Content

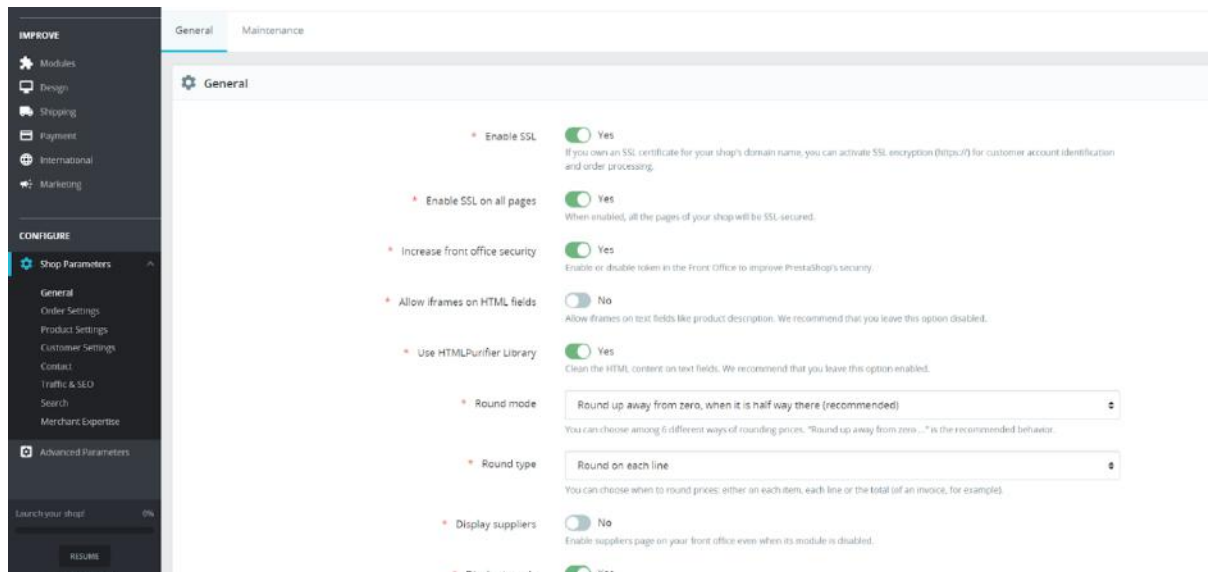
Search engines do not like seeing duplicate content, whether it's between two pages on the same website or between different domains. They perceive this as low-quality content, which can significantly harm your SEO performance. Here are some methods of solving duplicate content problems:

- **Use canonical tags:** By adding these tags to your PrestaShop, you indicate the original version of a product page to Google. Search engines are therefore informed that there are URLs that are variations of primary pages.
- **Product variations:** Let visitors select product variations within a page. This allows you to have an original product description with fewer irrelevant URLs on your site. It also improves the overall user experience.
- **Add hreflang tags:** This lets search engines know that you have numerous versions of the same page in different languages. This stops them from seeing your content as duplicate. Plus, it helps search engines display the appropriate language according to a visitor's preference.

Install A Security Certificate

Although it is important for any website type, installing the **SSL certificate** on websites where purchase transactions occur is invaluable. This protects your customer's data and lets them feel safe when placing an order on your web store. Moreover, Google prioritises secure HTTPS websites over HTTP, so it is definitely something to consider. To enable SSL for

PrestaShop, go to the ‘Administration Panel’.



Create And Submit An XML Sitemap

It is crucial to ensure that the crawlers understand the content structure of your store. An **XML sitemap** allows them to do this. It lets the search engines know the placement of categories, products, and CMS pages in your online store, a bit like a blueprint. It is an effective way to make sure that Google indexes your pages promptly (this is very important for e-commerce stores as it stops search engines from missing category or product pages). An XML sitemap can be generated manually or with help from plugins.

Use A Robots.Txt File

The **robots.txt file** has instructions for search engine robots regarding how to browse and index a website. While these bots may ordinarily visit and index all the content on your PrestaShop, using a robots.txt file allows you to stop them from indexing certain parts or pages of the website. Even if you have no intentions of using this file to restrict crawlers from particular pages, it is important to ensure the file is valid, accurate, and does not block valuable content from indexing. You can create a robots.txt file from the ‘Administration

Panel'

The screenshot shows the 'SEO & URLs' configuration page in the Magento 2 Admin Panel. The page is divided into three main sections: 'Route to modules', 'SEO options', and 'Robots file generation'. The left sidebar contains navigation menus for 'IMPROVE' (Modules, Design, Shipping, Payment, International, Marketing) and 'CONFIGURE' (Shop Parameters, General, Order Settings, Product Settings, Customer Settings, Contact, Traffic & SEO, Search, Merchant Expertise, Advanced Parameters). The top right corner has buttons for 'Add a new page', 'Recommended Modules and Services', and 'Help'. The 'Route to modules' section includes a text input field with the value 'module(module)/controller' and a 'Save' button. The 'SEO options' section has a toggle switch for 'Display attributes in the product meta title' set to 'No' and a 'Save' button. The 'Robots file generation' section features an information message and a 'Generate robots.txt file' button.

Traffic & SEO > SEO & URLs

SEO & URLs Search Engines Referrers

Keywords: all*, rewrite, meta, keywords, meta_title

* Route to modules: Keywords: module*, controller*

Save

SEO options

* Display attributes in the product meta title No
Enable this option if you want to display your product's attributes in its meta title.

Save

Robots file generation

Your robots.txt file MUST be in your website's root directory and nowhere else (e.g. http://www.example.com/robots.txt). Generate your "robots.txt" file by clicking on the following button (this will erase the old robots.txt file)

Generate robots.txt file

Ensure Your URLs Are Readable

PRESTASHOP SEO TOP TIPS

08 **Ensure Your URLs are Readable**
Choose descriptive URLs free from system generated codes and special characters, and do not include the category in URLs when creating product pages

09 **Conduct Thorough Keyword Research**
In order to incorporate relevant keywords in content and page copy, you must determine what people search for and the terms they are using

10 **Create Search Engine Friendly Title Tags**
Title tags and meta descriptions are essentially the entrance gate from SERPs to your online shop, so they should be optimised both for search engines and visitors

11 **Work On Your On-Page Content**
Great digital marketing and SEO are based on useful and valuable content that is easy to understand both for customers and search engines

12 **Optimise Your Image Alt Tags**
To ensure that product images appear in searches, add focused keywords to alternative text and product image names

13 **Establish Quality Backlinks**
The more backlinks you have of good quality, e.g. because you share quality content that is reshared by notable people in your field, the higher your ranking is likely to be

14 **Add a Blog**
A blog on your PrestaShop is an effective content marketing strategy that can attract traffic to your website, and help you interact with your target demographic and discover more about them

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It is prudent to pursue descriptive URLs free from system generated codes and special characters. For example, you should not include the category in the URLs when creating

product pages. This is a reasonably common issue in e-commerce sites that leads to duplicate content issues. A fantastic tool that makes your PrestaShop URLs SEO-friendly is **PrestaShop Advance Pretty URL Module**.

SET UP URLS

Friendly URL Yes No

Accented URL YES NO

Redirect to the canonical URL 302 Moved Temporarily (recommend)

Disable Apache's MultiViews option YES NO

Disable Apache's mod_security module YES NO

Conduct Thorough Keyword Research

It is critical to incorporate relevant keywords in content and page copy to draw your audience to your shop and provide them with the information they need. To do this, you need to conduct thorough **keyword research** and determine what people search for and the terms they are using. This will assist your website in appearing higher up in relevant searches and attract further traffic. The best places to put your keywords include content, metadata, subheadings, and headlines. A fantastic tool for keyword research is **Google Keyword Planner**.

Create Search Engine Friendly Title Tags And Attractive Meta Descriptions

These are arguably the most important tags on your website. Title tags and meta descriptions are essentially the entrance gate from SERPs to your online shop, so ensure you optimise them for both search engines and visitors.

Title Tags: Be creative with the 55 character meta title limit of your product page or blog post. Use primary keywords (found through keyword research) in the title and make it more appealing with strong and encouraging words like 'best', 'bestselling', and 'amazing'. Ensure the title reflects the page's content and that it will not disappoint readers once they click on your page. This also allows search engines to understand what the page content is about.

Meta Descriptions: Writing a fantastic meta description can really assist the CTR of your PrestaShop store. Keep the character limit to 160, but also again portray the benefits of your product with ‘power words’, such as ‘huge’, ‘premium’, and ‘brilliant’. Encourage the viewer to enter your website and ensure the content is what the reader is looking for. Utilise the main keywords within the page and highlight the key benefits of your products.

Work On Your On-Page Content

The king of digital marketing and SEO is essentially useful and valuable content. This content becomes the face of your product and services and allows the customer to understand what you are offering. Here are some ways to ensure you have valuable content:

- Write simple and short sentences that are easy to understand.
- Design high-quality imagery that demonstrates product features.
- Use the focused keywords in the first paragraph or opening line.
- Write comprehensive product descriptions in no less than 300 words.
- Discuss each product feature in a detailed and well-researched article.
- Include internal and external links within your content.
- Use infographics.

Optimise Your Image Alt Tags

Google Image Search works adjacently with web searches. To ensure the product images appear in searches, add focused keywords to alternative text and product image names. This gives assurances to the readability and exposure of your visual content. It also informs search engines what the image is about (as bots cannot see images), and it assists impaired users who use screen readers. While editing **alt tags** on a big website can take up a lot of time, you can also use the ‘**SEO Images (ALT Tags) Module**’ for help.

Establish Quality Backlinks

It is vital that you establish quality **backlinks** for your PrestaShop web store. Backlinks are links from other websites to yours, and Google deems them as markers of approval. This is because when other websites link to yours, they are basically vouching for your content. The more backlinks you have of good quality, the better Google will view you and the higher your ranking is likely to be. There are several ways you can establish backlinks, such as by

earning them. Earn backlinks by sharing quality content that draws the attention of notable people in your field. You can get those in high authority to mention your product or service by creating compelling content. Another method is to reach out to high authority websites and let them know about your latest product or post. It is wise to choose magazines, news websites, blogs, or even business-listing companies to try and get your PrestaShop a mention. It is also a sensible idea to keep an eye on your competitors that are ranking for your primary keywords and see how they are performing with their backlinks (and where they are coming from).

Add A Blog

A **blog** on your PrestaShop is an effective content marketing strategy that can attract traffic to your website. Not only will it bring new visitors, but it also builds customer engagement. It is also a place to interact with your target demographic and discover more about them. You should make posts that add value to your potential customers and make a point of including links to your product pages so you can increase purchase transactions. Use a module such as '**SmartBlog**' to add a blog to your PrestaShop site.

Reach the Top with PrestaShop SEO

When performing PrestaShop SEO, there are many tactics you can utilise, including submitting an XML sitemap, establishing quality backlinks, installing a security certificate, and making your store mobile-friendly. Without using these key SEO tips, your PrestaShop web store will fail to reach its full potential in SERPs.

Chapter Summary

- PrestaShop is a popular freemium, open-source e-commerce platform. PrestaShop SEO is an efficient marketing strategy used to draw traffic and increase sales. Some great features of PrestaShop include its user-friendly platform, multilingual and currency support, and reliable payment gateways.
- Some of our top tips for conducting PrestaShop SEO include optimising your store's speed, making it mobile-friendly, installing a security certificate, optimising image alt tags, and adding a blog.
- Incorporate these tactics into your SEO campaign strategy so your PrestaShop store can reach the top of SERPs and blow the competition out of the water.

Chapter Nineteen:

Shopify

Shopify is a well-known choice for building e-commerce stores. But what are the most efficient ways of carrying out SEO to increase high converting traffic to your website? In this chapter, we learn about Shopify SEO, the pros and cons of using it, and our top tips to promote your site.

SHOPIFY WEBSITE SEO SERVICES

WHAT IS SHOPIFY?



An e-commerce platform that helps business owners build a website, set up a store, and grow online

NEGATIVES

- Some common Shopify SEO issues that you must address
- Shopify SEO only offers some basic built-in features
- Lacks customisation

IS SHOPIFY GOOD FOR SEO?

Although Shopify may be one of the more effortless SEO e-commerce platforms, it is mostly enjoyed by beginners

POSITIVES

- Has necessary, basic SEO features
- Built-in options that make optimisation easier for beginners
- Indexation on Google is effective and easy
- Possible to integrate Google Search Console and Google Analytics

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What Is Shopify?

Shopify is an **e-commerce** platform that helps business owners build a website, set up a store, and grow online. Through subscription-based services, people can easily set up an online store as it helps organise products, payment, customer engagement, marketing and more. Businesses of all sizes can use Shopify and sell both digital and physical products.

Ranking high on Google is essential to establish a successful Shopify store and substantial online presence. There are various ways to improve the credibility and rankings of your site, but for most businesses, it's best to focus on website structure and content and conduct efficient SEO work. However, when it comes to a website builder, does Shopify SEO provide good growth prospects? And, can you rank highly on Google if you have a Shopify store?

Is Shopify Good For SEO?

Shopify may be one of the more effortless SEO e-commerce platforms. However, as far as optimisation goes, does it provide enough assistance and customisation to make your Shopify website appear in search engines? Let's look at some of the pros and cons:

Pros of Shopify for SEO:

- Shopify has necessary, basic SEO features.
- There are some built-in options that make optimisation easier for beginners.
- It can effectively get your pages indexed so they can rank on Google.
- You can implement Google services, such as Google Search Console and Google Analytics.

Cons of Shopify for SEO:

- There are some common Shopify SEO issues that you must address. These include locked robots.txt, an inability to edit tag pages, and duplicate content.
- Shopify SEO only offers some basic built-in features and lacks customisation.

Beginners may enjoy Shopify SEO. However, the lack of customisation and advanced options means it's essential to take a holistic SEO approach as Shopify's options alone may not guarantee growth.

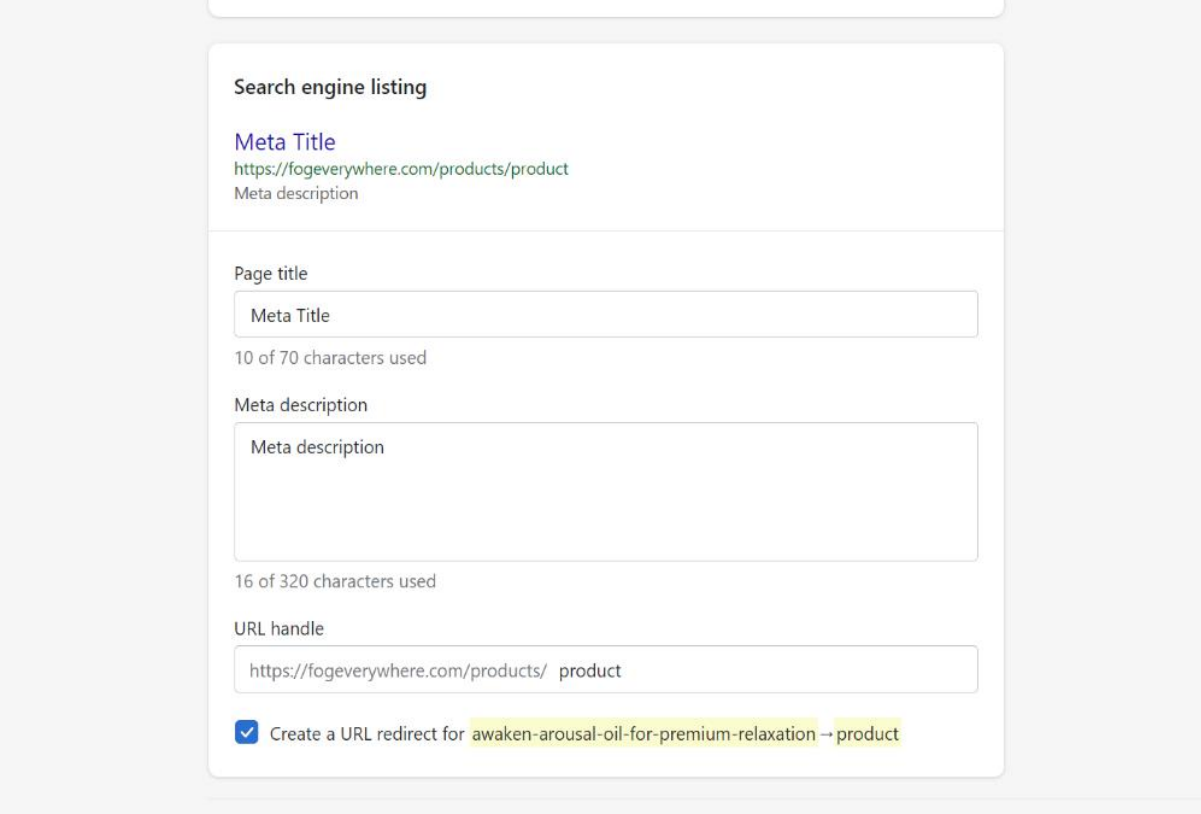
How To Improve SEO On Shopify: Eight Top Tips

Keyword Research

This is one of the most critical steps in SEO. Finding relevant **keywords** form the basis of your SEO strategy as it determines what your ideal customer is searching for. These keywords represent the search terms you optimise your site with and try to rank for in Google.

Use Shopify SEO Features

Although they may only provide basic SEO options, they are there for a reason and play a role in the broader strategy. For instance, Shopify allows you to edit meta tags on blog posts and product pages, including meta titles, descriptions, and alt text.



The screenshot shows the 'Search engine listing' settings in Shopify. It includes a preview of the meta title and description, a text input for the page title (with a character count of 10 of 70 used), a text area for the meta description (with a character count of 16 of 320 used), a text input for the URL handle (showing 'https://fogeverywhere.com/products/ product'), and a checkbox for creating a URL redirect from 'awaken-arousal-oil-for-premium-relaxation' to 'product'.

Search engine listing

Meta Title
<https://fogeverywhere.com/products/product>
Meta description

Page title
Meta Title
10 of 70 characters used

Meta description
Meta description
16 of 320 characters used

URL handle
<https://fogeverywhere.com/products/> product

Create a URL redirect for [awaken-arousal-oil-for-premium-relaxation](#) → product

HOW TO IMPROVE SEO ON SHOPIFY

NUOPTIMA'S TOP TIPS



01

Keyword Research

Keywords represent the search terms you optimise your site with and try to rank for in Google



02

Use Shopify SEO Features

Edit meta tags on blog posts and product pages, including meta titles, descriptions, and alt text



03

Address Common Shopify Issues

Many people still report issues with duplicate URLs. Address these when optimising your website



04

Connect Google Services

Add your domain to Google Search Console and connect to Google Analytics



05

Create Relevant Content

Curate valuable, appropriate content based on your keyword research to rank for each search term



06

Make It Mobile-Friendly

This is to improve user experience and Google's evaluation of your Shopify store



07

Optimise Images

Photo optimisation may benefit SEO as it can help you rank for keywords and improve site speed



08

Backlinks

Google values the quality of your backlinks, so they should have a good domain rating & be relevant to your site

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Address Common Shopify Issues

Shopify automates some SEO aspects like **canonical tags** that should prevent **duplicate pages**. That said, many people still report issues with duplicate URLs. Some of these

common hurdles may harm your SEO efforts so we recommend addressing these when optimising your website.

Connect Google Services

Google offers various services that can assist Shopify SEO. It's advisable to add your domain to **Google Search Console** and connect to **Google Analytics**, as these will support your site in ranking higher in search results.

Create Relevant Content

Search engines evaluate the relevancy of a site based on the **content**. It's essential to curate valuable, appropriate content based on your **keyword research** to rank for each search term. Website owners can optimise blog posts, product pages, and category pages with appropriate keywords.

Make It Mobile-Friendly

As online shopping is more prevalent than ever, many people use their phones to search and shop. That said, numerous website owners fail to optimise their **mobile** site, affecting the user experience and potentially harming how Google evaluates your Shopify store.

Optimise Images

Photo optimisation may benefit SEO as it can help you rank for keywords and improve site speed. You can edit the **alt tags** to improve accessibility and use keywords to describe the image, alongside compressing the photos to reduce the size of the file and the time it takes to load.

Backlinks

Backlinks represent external websites that link to your domain. Search engines like Google value the quality of your backlinks, meaning they should have a good domain rating and be relevant to your Shopify site.

Incorporate Our Top Tips Into Your Shopify SEO Campaign

Shopify is a suitable option for businesses looking for an e-commerce platform with built-in marketing features. SEO is a game-changer as it has the ability to save the website owner thousands of pounds in comparison to paid advertising. Optimising your site for search

engines can generate substantial organic, high converting traffic; however, to be effective, SEO must be done right. Shopify lacks some customisation, so it is crucial to have a well-rounded strategy to promote your site. Using the top tips in this chapter, such as connecting Google services and making it mobile-friendly, you can create a robust and coordinated SEO campaign for your Shopify store.

Chapter Summary

- Shopify is an e-commerce platform and website builder ideal for small and large businesses who want to grow their online store.
- Shopify SEO offers basic built-in features, perfect for beginners. However, with a lack of customisation, these features alone cannot guarantee success. Alongside, you can implement tactics such as keyword research, creating relevant content, and optimising photos.
- SEO requires time and expertise to implement. But, by taking note of these top tips, you can successfully implement a strong SEO strategy for your Shopify store.

Chapter Twenty:

TYPO3

Next, we turn to TYPO3. Read these top tips and best practices outlined in this chapter if you want to take your TYPO3 website rankings to greater heights, generate more sales or subscribers, and have an optimal website in general.

What Is TYPO3?

TYPO3 is a modular CMS that allows businesses to simultaneously maintain the content and other resources to be displayed on their websites, apps or Internet systems. TYPO3 is often called 'enterprise' CMS as it offers excellent functionality and solutions for corporate organisations, such as companies, **non-governmental organisations (NGOs)** and **non-profit organisations (NPOs)**, in particular. Nonetheless, with its scalable nature, TYPO3 can also host projects of all sizes, ranging from smaller sites to web portals with tonnes of pages. So whether you are a one-person show or a megacorp, TYPO3 can be a suitable option for business success and future growth.

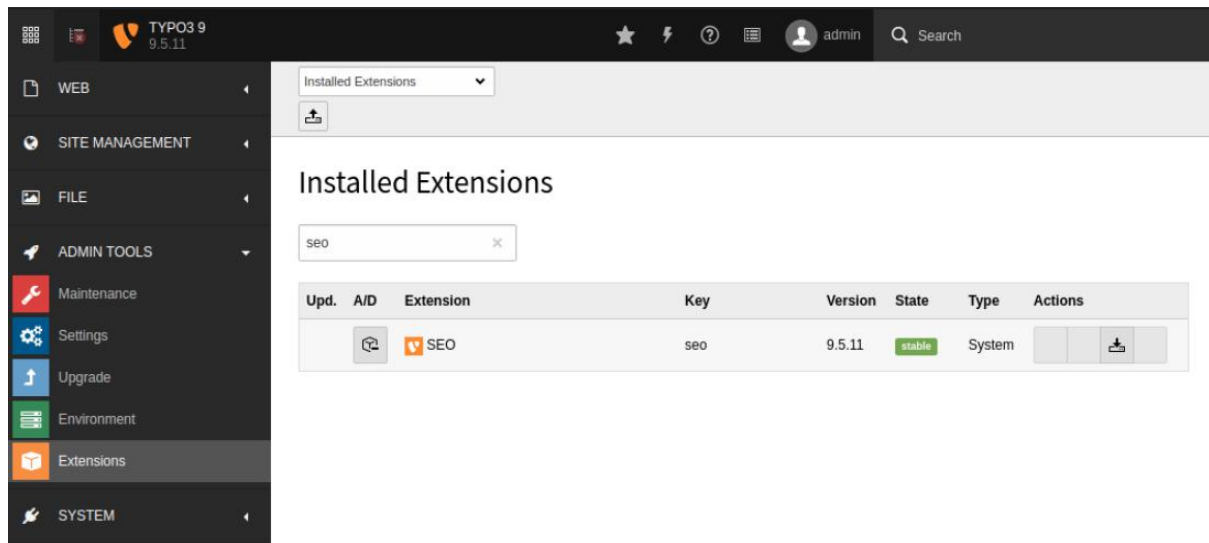
By implementing a strategic and meaningful SEO campaign into your TYPO3 website, you should be well on your way to achieving top ranks in search results. Scaling on Google is by far the best way to increase the visibility of your website, exposing you to a wider scope of audience. More traffic to your website means more opportunities to raise brand awareness, build stronger relationships with prospects, and convert leads into paying customers.

Is TYPO3 Good For SEO?

TYPO3 aims to help businesses construct websites in the most SEO-friendly manner. That's why they offer a unique extension that integrates search engine optimisation features within its core. This extension called '**TYPO3 Core SEO**' simplifies technical optimisation, giving end-users an out-of-the-box experience.

To access the platform's SEO features, make sure that the 'TYPO3 Core SEO' extension is enabled. Just go to '**Backend**' and click '**Extensions**' under '**Admin Tools**'. You will find '**SEO**' in the dropdown selection; click on it to set up. You should then be able to create meta titles and descriptions for your content, edit product images, refine URLs or landing pages,

and explore other SEO functions.



The Pros Of TYPO3 For SEO

- TYPO3 is considered one of the fastest-running CMS platforms today. It offers optimal webpage loading speeds, which is a critical prerequisite for higher SEO rankings.
- This platform is highly customisable in multilingual applications, allowing your site to become more searchable in new markets across the globe.
- While templates are already provided, users are free to customise page structures and utilise built-in SEO extensions to tailor-fit content according to audience needs.
- It's easy to monitor a website's performance and create in-depth reports, with TYPO3 being readily integrated with Google Analytics and other analytics tools.

The Primary Con Of TYPO3 For SEO

- Beginners without formal CMS experience may take a long while to process everything from TYPO3's basic to complex operations. But with the right know-how, TYPO3 can be a valuable option offering almost unlimited opportunities for web creation and development.

How To Do TYPO3 SEO Right: TYPO3 SEO Tips

Google uses a variety of ranking factors to index websites based on how well they meet those parameters. The following tips and tricks will help you keep up with search engines' ranking algorithms.

Optimise Page Speed

As mentioned previously, **page loading speeds** are very important not only to search engines but also to visitors. Google alone requires websites to load pages in less than one second, ideally within 200 milliseconds or less. If your pages do not load fast enough, your **bounce rate** will increase as users lose patience. To search engines, higher bounce rates are a tell-tale sign that a website is not essentially optimised and, therefore, cannot qualify for higher positions. If your speed test results aren't pretty, navigate all areas of your website to find issues that heavily affect your load time and take the necessary steps to improve them.

Keep TYPO3 CMS Updated

Upgrading your website to the latest TYPO3 CMS version is always a brilliant idea. Obviously, some features and extensions may not work efficiently on an outdated version. It's best to keep an eye on the newest trends and updates available to ensure you're making the most of the system's functionalities.

Use Relevant Keywords

Keywords are search terms or phrases people use to find information online. By including keywords in your titles, URLs, blog posts, and other on-page SEO elements, you can connect with prospects who might be searching your products or services using those keywords. We suggest choosing keywords with an incredibly high search volume as they indicate that many people are using those specific terms on search engines. Along with **short-tail keywords**, you should also have **long-tail** ones.

Produce SEO-Friendly Content

Content is the vehicle you use to drive audiences to your website. That's why it's imperative to create shareable, intriguing and relevant content. For instance, if you're a florist looking to increase your site's visibility, you may publish articles that discuss a series of related topics, such as plant-growing tips, floral design, event styling ideas, and so on. Take note that content comes in various forms. Besides on-page articles and blog posts, you may also add compelling **videos**, **podcasts** and **infographics** to your website. When optimising your content, it's worth including unique meta titles, descriptions, keywords, headings, quality images and authoritative sources. These elements make it easier for Google to crawl your pages and position them in search results.

Translate Metadata

When using a multilingual CMS like TYPO3, do not forget to have your **metadata** translated correctly. Metadata is an integral aspect of content, and translating them will help you reach more traffic from different parts of the world. Since Google defaults to a local language for an improved user experience, it is only sensible to translate your content and metadata if you want to appear in Google's search results.

Consider Off-Page SEO

This method involves optimisation techniques that occur outside of your website. **Backlink building** is one of the most popular **off-page SEO** practices today. A backlink refers to an inbound hyperlink that links back from a different website to yours. Guest posting is an excellent way to build quality backlinks. To do this, you need to write a compelling blog post with contextual keywords and hyperlinks and submit it to a website admin. Some admins will let you publish your article on their site for free, as long as it meets their requirements. The hyperlinks in your article will then drive audiences from different websites to your own. The more backlinks you obtain from high-authority websites, the more likely you become visible to a larger spectrum of audiences.

TYPO3 + SEO = Success

This concludes our list of effective tips and tricks for mastering TYPO3 SEO. Some great tactics include optimising page speed, producing SEO-friendly content, and performing off-page SEO. Remember, SEO requires hard work and diligence, so keep making improvements on your TYPO3 website using these tips until you reach your bottom line.

Chapter Summary

- TYPO3 is a powerful and scalable content management system designed to fulfil the needs of corporate organisations, allowing them to take charge of their website's content and overall performance.
- TYPO3 is SEO-friendly. It has built-in features that are just amazing in helping your website grow, but there are significantly more SEO tricks you can do to augment your marketing mix.

- Some useful tips for performing TYPO3 SEO include using relevant keywords, producing SEO-friendly content, and translating metadata. Adopt these top tips and watch your TYPO3 website climb up the rankings.

Chapter Twenty-One:

Wix

Do you want to increase the traffic you draw to your Wix website? In this chapter, we consider Wix and its pros and cons regarding SEO before offering some top tips on how to do Wix SEO to promote your website.

What Is Wix?

If you have built a website or have been looking for a suitable website builder, you will have heard of **Wix**. Wix is a popular website builder that hosts over 160 million websites! Many small businesses enjoy it because of its low cost — it is possible to even launch a Wix site for free! — and also because of its drag-and-drop interface. It is seen as highly suitable for beginners. For these reasons, it is fantastic for both small businesses and startups looking to venture onto the Internet for the first time and for those who wish to build their website themselves. Wix offers hundreds of different starter templates, making it easy to launch a site quickly, and also offers **e-commerce** functionality for those wishing to launch their first online store. Moreover, it also includes a whole range of apps to assist you in doing more with your website.

However, Wix is not suitable for everyone. While it serves the purpose of aiding small businesses in gaining a web presence and is often referred to as the best free website builder, it does not offer extensive customisation options. It may also not be suitable if you are an experienced developer. But, if you are a small business, it could well be an appealing option.

WIX WEBSITE SEO SERVICES

WHAT IS WIX?

Wix is a popular website builder that hosts over 160 million websites



Makes it easy to launch a site quickly



No extensive customisation options

THE CONS

- No advanced SEO

If you are experienced at SEO, you will likely struggle to optimise your website the way you wish

IS WIX GOOD FOR SEO?

Wix has made major improvements to its platform in recent years to facilitate conducting efficient SEO.

THE PROS

- Allows small businesses to build their own website and launch quickly
- No coding required
- Wix SEO Wiz: Designed to help business owners optimise their websites
- Easy to integrate Google Analytics and Google Search Console

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Is Wix Good For SEO?

In the past, Wix has been criticised as being a problematic platform that will not rank on Google. This criticism originates from Wix's SEO issues in the past, such as its inability to allow you to add alt tags to images and its inability to optimise title tags and meta descriptions for blog posts. However, these issues have all been resolved, although Wix's SEO reputation still suffers somewhat unfairly due to its past problems.

In terms of SEO, Wix has made major improvements to its platform in recent years and has come a considerable way in a short space of time. Therefore, if you are a small business launching a relatively small site, you should have no problems ranking just because you are using Wix. If you conduct efficient SEO, Wix should in no way be a hindrance.

The Pros Of Wix For SEO

- Wix allows small businesses to build their own website and launch their online presence quickly.

- There is no coding required. Indeed, you do not need to know any code at all to optimise your Wix website. Any SEO that you can do through Wix can be accomplished through the builder, so no code is needed.
- The platform includes the '**Wix SEO Wiz**' tool. This is designed to help business owners optimise their websites. You can answer questions relating to your website, location, and keywords, and then you will be given a plan for your website's SEO. This is particularly appealing to beginners of SEO.
- You can easily integrate Google Analytics and Google Search Console with Wix, two essential tools.

The Main Con Of Wix For SEO

- You will likely struggle to optimise your website the way you wish if you are experienced at SEO. There is no advanced SEO.

How To Do Wix SEO: Our Top Tips

Here we provide you with invaluable top tips to assist you with performing Wix SEO on your website.

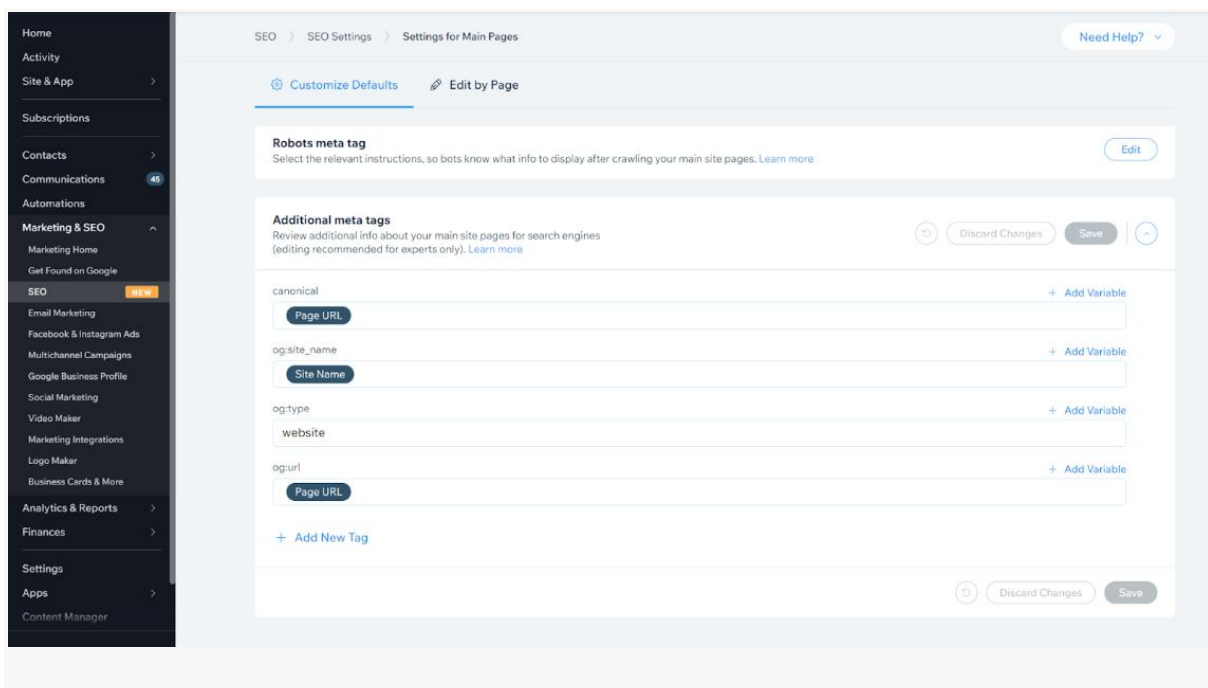
Use Wix SEO Wiz

As mentioned, Wix has developed a free and intuitive tool to help you improve your ranking: 'Wix SEO Wiz'. This tool is a personal SEO assistant and guides you through each step. It can be found in the '**dashboard**' of your Wix account. You answer some basic questions and fill in your keywords, and then the Wiz provides you with a personally tailored plan, including a checklist of tasks. This plan informs you of all the actions you need to take to rank higher on search engines. The 'Wix SEO Wiz' helps SEO beginners to start optimising their website in minutes.

Set Up Google Analytics And Google Search Console

It is simple to connect Wix to **Google Search Console** and is invaluable in gaining insight into the data that it gives you about your website's SEO performance. If you are on a premium plan, simply click '**connect to Google**', and you can integrate with Google instantaneously. If you have a free plan, you will need to do this manually. To verify Google Search Console:

- Go to Google Search Console, then enter your domain name into the ‘**URL prefix**’ box.
- Click ‘**continue**’, and you will see the option to verify using an HTML tag.
- Copy this tag, go to the settings in your Wix site’s dashboard, and go to the ‘**SEO**’ tab. Here you will see advanced SEO settings and the option to add header code meta tags.
- Paste the code copied from Google Search Console here.
- Publish your website and head back to the Search Console and click ‘**verify**’.



You can only add **Google Analytics** tracking to your website when using a custom domain, and you need to sign up for this platform and get the tracking code. Go to the ‘**Marketing Integrations**’ menu, and you will see an option to connect Wix to Google Analytics. Once you have connected, you will notice your statistics tracking in the Google Analytics dashboard.

Choose The Correct Domain

Through Wix, you can easily get your free domain name and connect it to your website. This is an SEO best practice and will help give your business a professional look to compete online. However, owning a domain is not enough, so you need to choose the right one. To make this choice:

- Keep your domain short and catchy to persuade Internet browsers to click when they see your name.
- Include your business name or area of expertise, so visitors clearly comprehend what your business does.
- Include your main keyword if possible, as it may increase your chances of coming up in search results for your chosen word.

Use Long-Tail Keywords

Long-tail keywords are keywords that have more terms than average. Keywords are two to five-word phrases that a searcher types into a search box to find a business online. For example, if you owned a hairdressing salon, you would want the searcher to enter 'best hairdressers' and find your website. But, this can be very difficult as shorter keywords can generate millions of results, making them more competitive. But, using longer and more precise keywords, such as including your location and speciality, you can more easily attract the right audience. So, you could write 'Afro-Caribbean hairdressers in Manchester' if that was the sort of salon you owned. The more targeted your keywords are, the more likely you will increase the chance of searchers clicking on your website from search results, and the more likely you will attract the right audience.

NUOPTIMA'S TOP TIPS ON HOW TO DO WIX SEO

01 USE WIX SEO WIZ

What is the SEO WIZ?
A personal SEO assistant that guides you through each step.

How does it work?
Answer some basic questions and fill in your keywords. The Wiz then provides you with a personally tailored plan, including a checklist of tasks.

02 SET UP GOOGLE ANALYTICS AND GOOGLE SEARCH CONSOLE

- On a premium plan, simply click 'connect to Google', and integrate with Google Instantaneously
- Google Analytics tracking can be added to your website only when using a custom domain

03 CHOOSE THE CORRECT DOMAIN

- Keep your domain short and catchy
- Include your business name or area of expertise
- Include your main keyword if possible

04 USE LONG-TAIL KEYWORDS

What is a long-tail keyword?
A two to five-word phrase that searchers use to find a business online

Why use long-tail keywords?
The more targeted, the more likely you will increase the chance of searchers clicking on your website from search results

05 WRITE UNIQUE TITLES AND DESCRIPTIONS

It is imperative to write catchy titles and descriptions to make searchers choose your website. Thus, write unique titles and descriptions for:

Your homepage + Each website section + Each page

06 SUBMIT A SITEMAP

Sending a sitemap to search engines will make them crawl your website quicker and easier, which will consequently improve your overall SEO.

07 MAKE IT MOBILE-FRIENDLY

A considerable percentage of searches are done via mobile, which is only set to grow. Fortunately, Wix websites come with a mobile-friendly version

08 IMPROVE YOUR LOCAL SEO

Claim your business on Google Business Profile and fill in your profile in detail

09 CONSIDER YOUR IMAGES

- Add unique and descriptive alt text to your images to help search engines understand what is in your images
- Size your images accordingly

10 STRUCTURE YOUR WEBSITE

- Makes it easier for search engine bots to crawl
- Users will be able to use your website easily
- Both increase time spent on your website and amount of pages visited

11 VALUABLE CONTENT

Create:

- Unique and non-plagiarised content
- Up-to-date content
- Valuable content (readers can only find it on your website alone)

12 ADD INTERNAL LINKS

The right internal link strategy can help pass PageRank to primary pages on your website and show the relevance between two or more pages

13 OBTAIN MORE BACKLINKS

How?

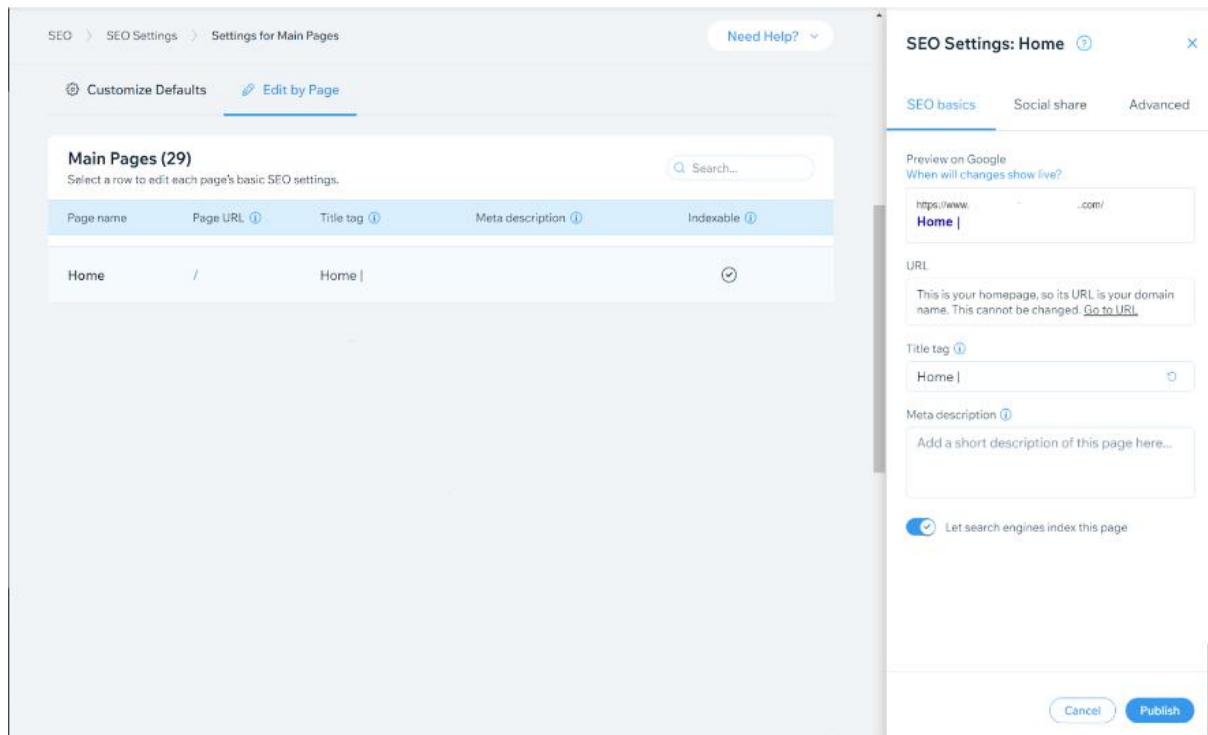
- Local PR
- Supplier links
- Local directory submissions

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Write Unique Titles And Descriptions

To maximise your optimisation, you need to write unique titles and descriptions for your homepage as well as for each website section and page. This is because using the same

metadata may seem like your website contains duplicate content and is looked down upon by search engines as they do not know how to rank your pages. It is also imperative to write catchy titles and descriptions to make searchers choose your website over any others. Of course, the more people that click on your website, the better, as this is associated with a better ranking. This tip is crucial as it informs both users and search engines what your page is about and can be a deciding factor in what makes a potential customer click on your site over a competitor. You can edit the title tag and the meta description on the **'SEO'** tab.



Submit A Sitemap

A **sitemap** is basically a plan of your website, put in simple terms. It displays how your various pages are connected to each other. It is important because it is useful to send a sitemap to search engines so they can crawl your website quicker and easier, which will consequently improve your overall SEO. Although this can be relatively technical, you can submit a sitemap through Google Search Console. Another easier way is to submit your sitemap using Wix SEO. All you have to do is connect your domain and then, in a click, submit your sitemap.

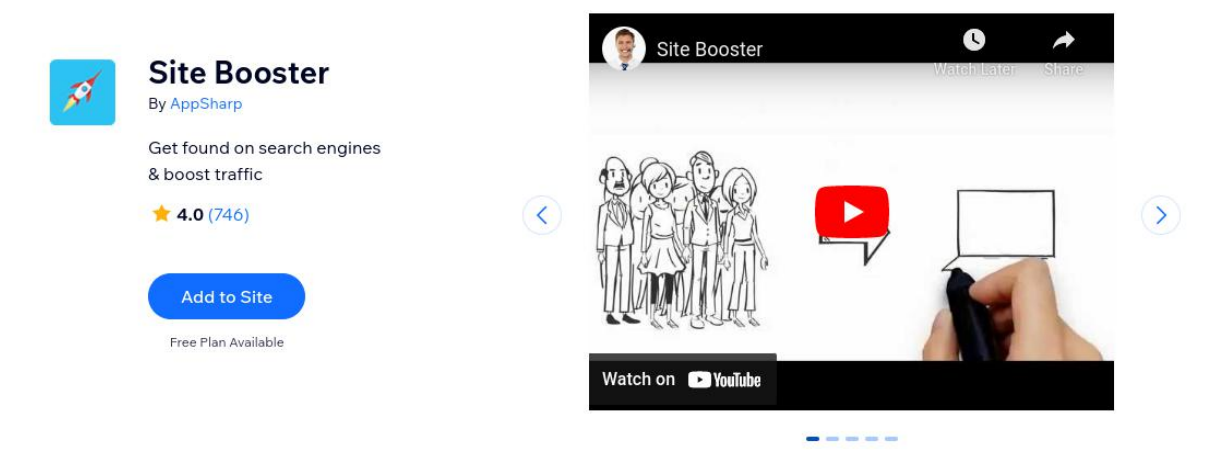
Make It Mobile-Friendly

It is important to remember that a considerable percentage of searches are done via mobile, which is only set to grow. Therefore, if you wish to succeed online, you have to have a **mobile-friendly** site. Fortunately, your Wix website already comes with a mobile-friendly

version. Plus, it is possible and straightforward to implement **Accelerated Mobile Pages (AMP)** so that your blog posts load fast on mobile devices when clicked on from search results.

Improve Your Local SEO

If you are a local business owner, you will want to attract people in your surrounding areas. Therefore, you need to improve your **local SEO**. The best way to do this is by claiming your business on **Google Business Profile** and filling in your profile in detail. This way, your business can be found when searching on **Google Maps**. Plus, you will have a chance to win some attention in Google's local pack, which is the boxed result that appears at the top of the results page and includes a map and a list of three businesses. Wix also offers a '**Site Booster**' App that makes it easy for you to sign up to as many local directories as possible.



Consider Your Images

Rich media can enhance your website's user experience. However, it is essential to add text to images to help Google and other search engines understand what is in your images, as they do not see images the way we do. Adding little text descriptions will enable your images to be found on **Google Image Search**, helping you get even more traffic. Search engines also see websites with optimised images as more polished and reward them with better overall rankings. It is important to add unique and descriptive **alt text** to every one of your images. Unoptimised images are one of the primary reasons for bad site speed. It is also sensible to size your images accordingly. This means if you are showing an image at a maximum width of 800px, use an 800px wide image, not 2400px.

Structure Your Website

A great **site structure** is essential for your SEO. Not only does it make it easier for search engine bots to crawl and comprehend hierarchy, but it is also paramount for users to be able to peruse your website freely. This can be significant in increasing metrics such as time spent on your website and amount of pages visited. These are key elements that search engines consider when determining your ranking. Luckily, Wix website templates provide you automatically with an optimal structure for your website as all templates come with an intuitive menu, making navigation on your website both intuitive and simple. Furthermore, heading tags (headlines and titles) are formatted attractively to give a hierarchy to your page, so it is organised. Ensure you customise your menu to include all sections clearly so that all your website content can be found and clicked on with ease. Bear in mind a visitor shouldn't have to click more than *two times* to reach any other of your website pages.

Pen Valuable Content

Content is considered one of the most vital ranking signals in relation to your website. To make great content, it must follow these three conditions:

- 1. It must be unique and not plagiarised.*
- 2. It must be fresh and therefore regularly updated.*
- 3. It must be valuable so readers can only find it on your website alone.*

The best way to achieve this is to create a blog. The **'Wix Blog'** contains advanced capabilities that are integrated into the platform.

Add Internal Links

Internal links are one of the most underused SEO tactics. They point from one page to another on your website. The right internal link strategy can help pass **PageRank** to primary pages on your website and show the relevance between two or more pages. Links are mainly navigational and assist users in navigating through your website to find what they are seeking. To add internal links to your content, select the text you want to use as your 'anchor text' and select **'page'** from the pop-up. Then you can choose the page you wish to link to.

Obtain More Backlinks

In order to excel in SEO, you need **backlinks** to your website. These are links from external websites to your own. This can be challenging because it is a powerful ranking signal and

acts as votes of quality for Google. Backlinks indicate to the search engine that a website should have a prominent position. Tactics for link building for small businesses can include local PR, supplier links, and local directory submissions. If you take the time to increase your website's authority, you will see a significant impact on your website's SEO performance.

Another way to attract attention online is social media. Engagement on these channels is an indirect way of improving your SEO. Wix makes your links automatically shareable on social media and gives you total control when choosing the image that is shared with your link on social media platforms. The image can be changed from inside the editor.

Level Up With Wix SEO

Wix can be a fantastic resource if you are seeking to build your first website and is a great first step for learning about SEO. If you are experienced in SEO, however, Wix is probably not the place for you as it is not the most advanced platform in terms of SEO. Wix is a solid option for small businesses and startups, and it is well worth taking the time to learn more about SEO basics. There is absolutely no reason why you should not see significant increases to your Wix website's organic traffic and witness consequential sales if you put in both the time and effort by following our tips, such as submitting a sitemap, considering your images, and adding internal links.

Chapter Summary

- Wix is a well-known website builder and is highly suitable for beginners, including startups and small businesses. Its pros include the lack of coding knowledge required to use it, the 'Wix SEO Wiz' tool, and its easy integration with Google Analytics and Google Search Console.
- Wix SEO has come on in leaps and bounds in recent years. You can utilise many top tips to do Wix SEO, including using long-tail keywords, submitting a sitemap, obtaining more backlinks, and using 'Wix SEO Wiz'.
- Follow our effective tactics for Wix SEO and enjoy a better ranking for your website.

Chapter Twenty-Two:

WooCommerce

Whether you plan to build your own WooCommerce store or have already made that business idea a reality, you will understand that establishing an online shop is just the first step. The next critical action you should take is to promote your shop and convince people to buy from you. In this chapter, we will discuss the basics of WooCommerce SEO including its strengths and weaknesses before sharing some SEO tips that work well with successful WooCommerce stores.

What Is WooCommerce?

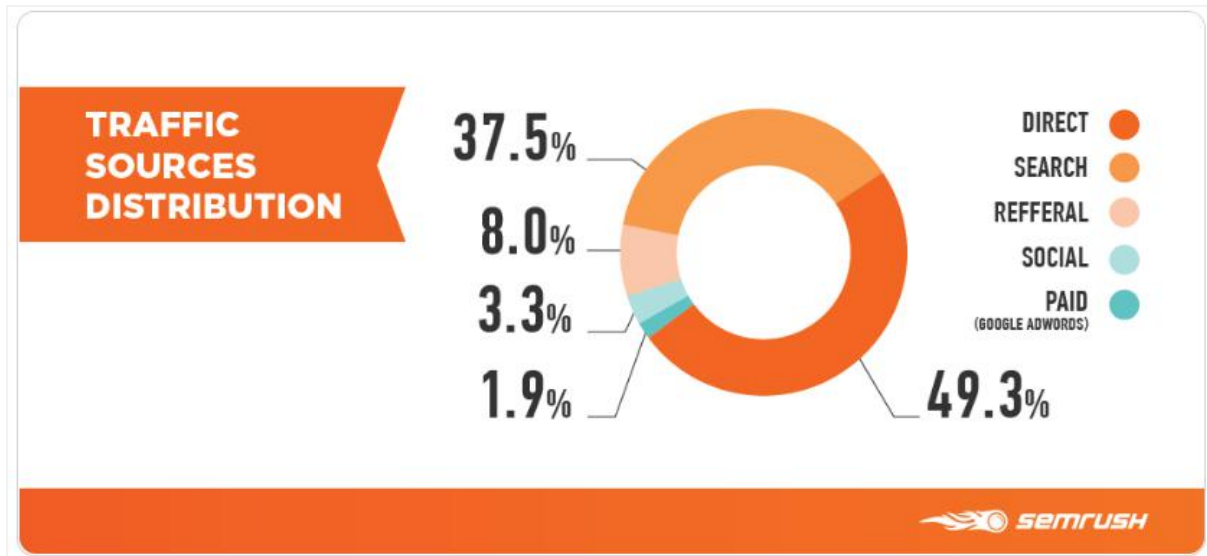
WooCommerce is one of the biggest **e-commerce** trends these days. This commercial platform is a plugin built explicitly on WordPress to help merchants grow their business online. With its open-source nature, you can set up your own store and customise it according to your preferences and requirements. What's more, business owners can leverage this powerful CMS by utilising its essential features, from inventory control and payment system to customer service and shipping integration.

Is WooCommerce Right For Your E-Commerce Business?

WordPress is by far the world's top CMS platform, powering about 43% of all websites on the Internet. WooCommerce gets the most out of its popularity while adding fantastic e-commerce opportunities to it. According to data presented by Built With, the current global market share for WooCommerce is approximately 29%. This translates to as many as 37,173 websites using this e-commerce platform. Those numbers put WooCommerce pretty far ahead of its competitors, such as Shopify (21%), Magento (8%), and many other e-commerce technologies. WooCommerce is, without a doubt, a fantastic place to do business in today's digital age.

Let's take a look at the screenshot below containing the results of a recent traffic sources distribution analysis conducted by Semrush. As you can see, almost half of the entire web traffic comes from direct searches, meaning those visitors reach a website without a referral link from another site. It's easy to drive immediate traffic to your site once you have well-known branding. But if your WooCommerce store is relatively new, your biggest shot at

boosting sales is to get noticed by massive organic traffic online. These people come from organic search results that are simply not ads.



According to the data, 37.5% of web traffic to e-commerce sites comes from search engines. This suggests that more people would opt for organic webpages or listings based on their relevance to their keyword queries. Therefore, ranking highly on SERPs will push you closer to your target audience.

Is WooCommerce SEO-Friendly?

WooCommerce is built with various SEO features, which can benefit your business. However, manual SEO configurations are still necessary if you really want to improve your website for better search engine engagement. By WooCommerce being SEO-friendly, we mean it has elements that allow you to optimise your product pages and boost their visibility on search engines. But it's up to you however you like to enhance the quality of content you add to your WooCommerce store. Let's review some major pros and cons of WooCommerce.

Pros of WooCommerce

- There is an almost unlimited selection of free and paid plugins available for WooCommerce. The same goes for themes, which you can customise in great detail. One major plus is that you do not need to be a tech whizz to use the platform, especially because there is '**WooCommerce Setup Wizard**', a plugin that assists in the setting up and configuration of your store.

- You can sell a whole host of products on WooCommerce, no matter the niche. For instance, you can sell physical items, digital items, appointments, memberships, licences, and training sessions.
- Because this CMS is so popular, it is a common target for hackers. However, WooCommerce comes with secure payment options, such as **Stripe** and **PayPal**. You can also add a backup as well as a security plugin to help maintain your customers' data and scan your website for malware regularly for added protection.
- It has a very active community where its members can share guides on configurations that worked well for them.
- WooCommerce has a professional-looking aesthetic. For example, customers can easily track their orders and monitor their delivery status.

Cons of WooCommerce

- Because WooCommerce is ultimately a plugin, it *cannot* be used on websites that WordPress does not host.
- It is not as advanced as other CMS options. For instance, it does not support numerous currencies, languages, or multiple storefronts.
- You might find yourself overwhelmed with too many WooCommerce SEO plugins and other self-hosted extensions that must be installed to run properly.

WooCommerce SEO Tips

Obtaining higher positions on search engines doesn't happen overnight. It will take some time for your SEO efforts to show optimistic results. But, it's clear to see why search engine optimisation is a go-to strategy among powerhouse marketers. Learn a thing or two from our best advice for ranking WooCommerce stores on search engines.

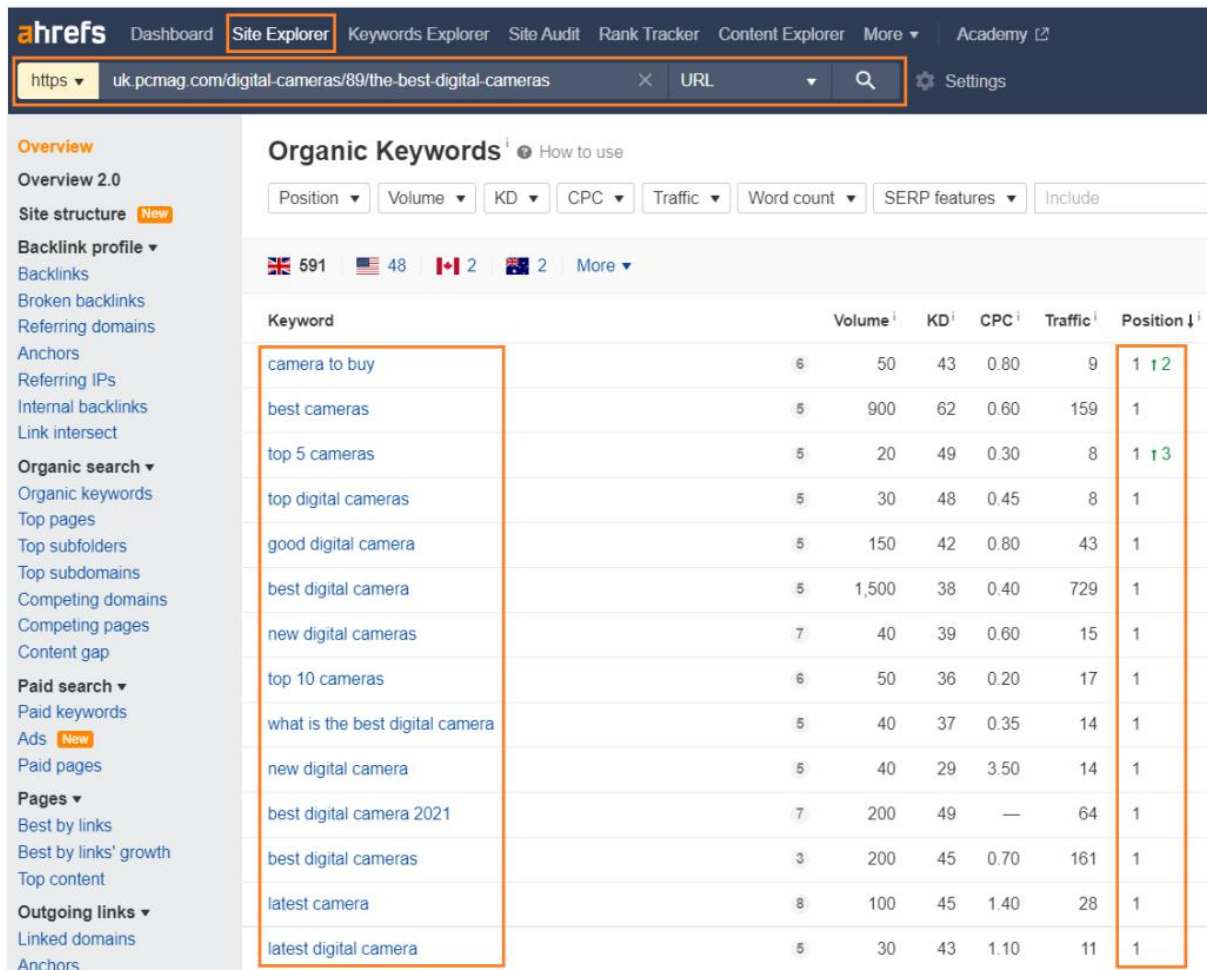
Perform Keyword Research

SEO won't be a success if you skip this part. It's more like sailing without a compass when you don't know what you're optimising for. Thus, choosing the best keywords that align with your products and services is a great way to ensure that you're going in the right direction.

Conducting **keyword research** is easy when you have analytics tools like **Ahrefs**.

Remember, the key to finding the most relevant keywords is to understand what ranks for

your competitors. Let's say you're selling digital cameras on WooCommerce. In that case, you must search for page listings related to your product. Choose the ones that rank near the top search results and copy their URLs.



Go to 'Site Explorer' on Ahrefs, enter the URL into the address bar and hit 'Enter'. It should give you a summary of all the keywords used in the article that rank highly on search engines, just like what you see in the above photo. You may use those keywords in your own content to leverage their popularity.

Optimise Product Images

Online shops need to have pleasing images of their products. **Optimised images** do not necessarily have to be of high quality as they can drastically affect the loading speed of your website. To optimise product images, try to reduce the image file size without compromising its quality. In addition, include **alt texts** to images so that visitors with impaired vision can understand what's in those pictures. If you can also add your targeted keywords to the photo's file name, title and alt descriptions, even better.

Make Your Website Mobile-Friendly

A 2021 survey suggests that 63% of British respondents use smartphones for online shopping. That's why Google is very particular when it comes to a website's **mobile-friendliness**. To meet Google's requirements, you must focus on enhancing your mobile user experience.

Create Shareable Content

To say that **content** is king for any SEO campaign would be an understatement. When writing copies for your website, think of popular content types like case studies, product demos, or how-to blog posts. Don't forget to optimise your content, such as by including optimal keywords, writing engaging title tags and meta descriptions, and linking to authoritative website sources.

Take Advantage Of WooCommerce SEO Plugins

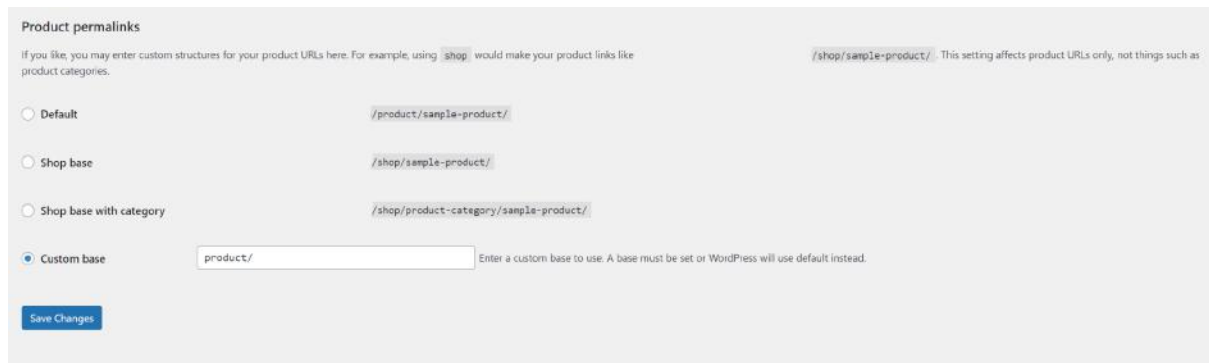
As this platform provides different **SEO plugins** and extensions, it's best to use everything in your power to help boost your search engine rankings. By maximising those features, you will be able to:

- Enhance site structure.
- Improve the sitemap for quicker search engine access.
- Organise products' tags, categories, and descriptions.
- Fix errors and warnings.
- Include focus keywords per page.

Improve URL Structures

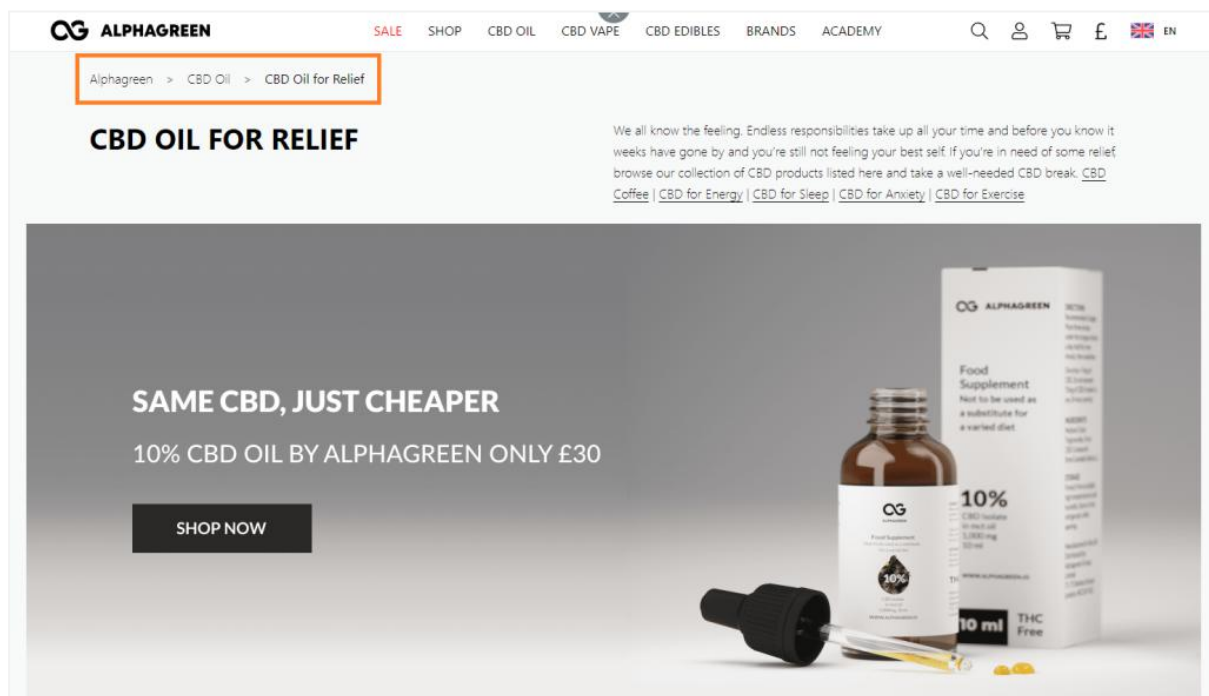
You're not optimising your overall website correctly if you don't emphasise the structure of your URLs. It's best to keep URLs short and constructed in a way that is most intelligible and shareable to users. To adjust URLs for product pages on WooCommerce, just go to WordPress, click '**Settings**' and choose '**Permalinks**'. Ideally, URL structures should contain keywords related to its content. Be sure to use logical words and avoid long ID

numbers in your URLs.



Enable Breadcrumbs

Breadcrumbs are another essential element that improves your overall site structure. These are small text paths located in the upper portion of product pages.



Enabling breadcrumbs makes it easier for your visitors to navigate your website, for example, moving back to previous category pages without losing the currently displayed one. While WooCommerce allows this functionality, you can still make the most of its SEO benefits by having SEO plugins installed.

Climb Up Search Rankings With Our WooCommerce SEO Tips

WooCommerce is an incredible option for small business owners looking to expand online. Thriving in a digitally-driven market, it's essential to do SEO for WooCommerce right. With

our top SEO tips in mind, you should be well on your way to ranking your WooCommerce store.

Chapter Summary

- WooCommerce is a free e-commerce platform designed to help small-scale businesses market their products and services online.
- SEO for WooCommerce is a powerful technique to gain massive popularity for your online store. WooCommerce is a great place to implement search engine optimisation. It has built-in SEO features, which you can maximise by using numerous search engine add-ons, plugins, and strategies. Other pros include its strong security, active community, and professional aesthetic.
- WooCommerce SEO is not something you can automate. It takes time and hard work to succeed, but it becomes much easier when you follow our advice, such as by creating shareable content, improving URL structures, and enabling breadcrumbs.

Chapter Twenty-Three:

Magento

The final CMS we will be analysing is Magento. And once again, it is imperative that you perform proven SEO tactics to ensure that your Magento website has the very best chance of ranking well in SERPs. In this chapter, we consider Magento as a CMS and offer useful SEO tips to further your website's rankings and traffic.

What Is Magento?

Magento is an open source CMS written in PHP. It is a powerful and leading US-based **e-commerce** software that enjoys more than 250,000 users worldwide and has also partnered with numerous well-known businesses, such as Puma. Magento is an Adobe company that varies from other CMSs as it is an open-source technology that has the capability of growing with a company. Consequently, many developers are making add-ons to its already gargantuan features list. Even if there is no add-on currently available for your unique requirements, a trusted developer can make one for you. This demonstrates how versatile Magento is. This flexibility also applies to your Magento website's look, content, and functionality.

Is Magento SEO-Friendly?

Magento is considered one of the best e-commerce platforms for SEO if used efficiently. It can also be beneficial to your search presence in general. However, it is wise to be apprised of its main pros and cons.

Pros of Magento for SEO

- Magento has several advanced SEO features built in, such as an automatically generated Google roadmap and URL redirects.
- It is highly customisable and flexible. It allows third-party integration and lets you manage numerous stores, languages, pricing and currencies and support multiple locations.

- Magento is considered mobile-friendly and lets you create a mobile site with ease to maximise user satisfaction.
- It is seen as a scalable platform because it can handle an increased amount of sales and products easily.
- Magento has an extensive community, and you can easily find support from the platform and community members if you need any technical help.

Cons of Magento for SEO

- Magento is considered a fairly expensive platform to use. Costs can include plugin support services and hosting and maintenance costs.
- While the platform comes with many customisation options, you may require the services of a developer to help with the setting up of your store, as Magento has a complicated architecture.

A Note On Magento 2

Magento 2 is an upgrade to **Magento 1**. It is believed to be superior to Magento 1 in terms of security, performance, speed, ease of use, and SEO. A few of the SEO-related features in Magento 2 include:

- *Mobile-Friendly* – Magento 2 is optimised excellently for mobiles (which is a ranking factor).
- *Meta Title, Meta Description, and Meta Keywords* – Magento 2 enables meta tags for individual pages.
- *Duplicate Content* – Magento provides a canonical tag, which prevents problems caused by duplicate content appearing on numerous URLs.

For these reasons, you may wish to opt for Magento 2, especially in terms of its SEO benefits. However, in this article, we speak on Magento in general (unless otherwise specified).

Our following section offers proven strategies to help you perform effective Magento SEO.

Top Tips For Magento SEO

Ensure Your Magento Site Is Mobile-Friendly

An important SEO factor is mobile responsiveness. The number of mobile users has dramatically increased in recent years. Therefore, you should be concentrating on ensuring that your website is optimised for mobiles to cater for this increasing audience. Moreover, as of March 2021, Google switched to mobile-first indexing for every website. This means that Google predominantly uses the mobile version of your content for both indexing and ranking. Consequently, you must ensure your website is **mobile-friendly** if it is not already.

TOP TIPS FOR MAGENTO SEO

01

ENSURE YOUR MAGENTO SITE IS MOBILE-FRIENDLY

02

CHECK YOUR SITE IS SECURE AND UPDATED

03

IMPROVE YOUR WEBSITE SPEED

04

INCLUDE A SITEMAP

05

ADJUST THE ROBOTS.TXT

06

REWRITE YOUR MAGENTO URLS

WWW.NUOPTIMA.COM

Check Your Site Is Secure And Updated

The security of your website is of high importance. If your website lacks an **SSL certificate**, customers will be hesitant to leave information such as their card details (which is highly

problematic when running a store). Moreover, Google *penalises* websites that do not provide secure connections and that compromise users' data. Therefore, ensure that you keep your website secure and update it to the latest version as soon as possible. Otherwise, some SEO features may become unsupported or conflict, having a detrimental effect on your ranking. You can manually update through '**System Upgrade**', but this can be complicated and time-consuming. Therefore, getting help from a third party is a popular option for some Magento website owners.

Improve Your Website Speed

Slow load times will impact your SERPs positions negatively. It is crucial that you ensure your site runs as efficiently as possible. If you and a competitor's website have similar relevant content, Google will favour the website with faster loading speeds. Not only can **website speed** benefit your customers' shopping experience, but it can also benefit your ranking in SERPs.

Include A Sitemap

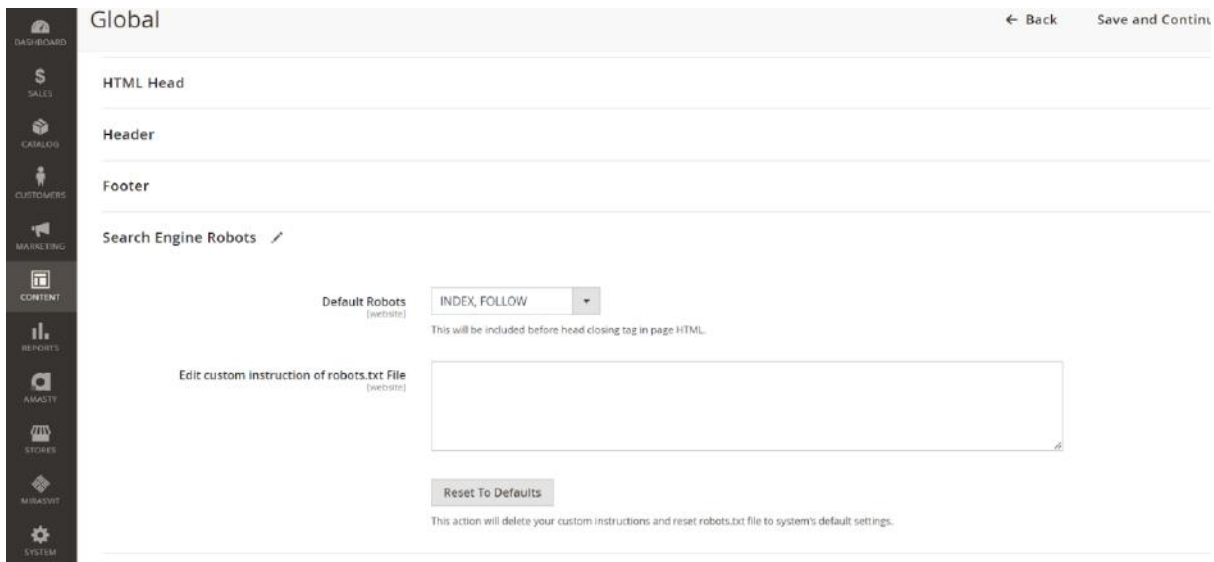
Search engine crawlers reference an **XML sitemap** when they are exploring your website. Therefore, a sitemap is like a map that can help crawlers find all your webpages. It is essentially a quick way of seeing what your website is about, how your site is displayed, and everything included. An XML sitemap is a crucial crawling and indexing factor.

Magento allows you to create a **sitemap.xml** file. While you can configure sitemap settings on Magento, most of these settings should be okay as is. Once you have set up **sitemap.xml**, make sure you submit it to **Google Search Console** so search engines can discover your sitemap.

Adjust The Robots.txt

Your website is composed of thousands of pages, each with its own purpose. But, while visitors can navigate all pages of your site, search crawlers do not necessarily need to. **Robots.txt file** is an important SEO feature that helps you define what pages search crawlers should index. You can block certain pages — such as customer accounts and checkout pages — from indexing as you have no need to rank for those. The key is to block pages considered low-value (that are not indexed) and allow the crawling of high-value ones. A great aspect of Magento is that you can configure this feature from the '**Admin Panel**'. Some pages you might wish to block in robots.txt include:

- Login pages
- Your website's internal search pages
- The user's shopping cart.



Rewrite Your Magento URLs

One excellent SEO feature of Magento is that it lets users edit their product's **URL** freely. You can alter all the links associated with category, product, or CMS pages, so it is more SEO-friendly. Magento will then automatically redirect the original URL to the new one (so you do not need to worry about **404 errors** or missing content after you have made changes).

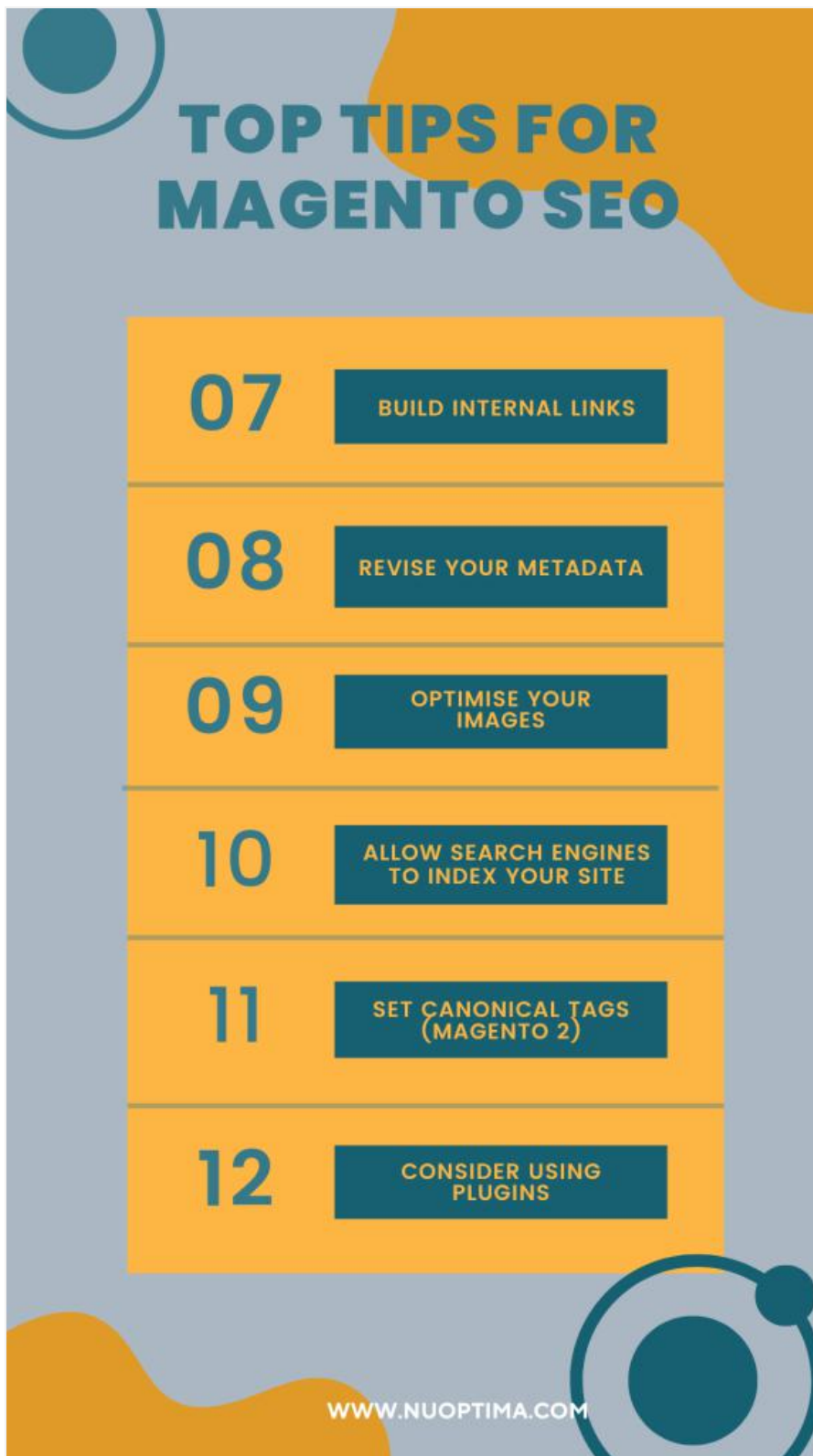
It is also wise to remember that Magento automatically generates code to your products' URLs. To get rid of this code for a cleaner link go to: **'Store' > 'Configuration' > 'General' > 'Web' > 'URL Options'**. Then, in the **'Add Store Code to URLs'** box, change the setting to

‘No’. This will stop Magento from adding redundant code to URLs.

Url Options



| | | |
|--|---|--|
| Add Store Code to Urls <small>[global]</small> | <input type="text" value="No"/> | <input type="checkbox"/> Use system value |
| | <p>Warning! When using Store Code in URLs, in some cases system may not work properly if URLs without Store Codes are specified in the third-party services (e.g. PayPal etc.).</p> | |
| Auto-redirect to Base URL <small>[store view]</small> | <input type="text" value="Yes (302 Found)"/> | <input checked="" type="checkbox"/> Use system value |
| | <p>i.e. redirect from <code>http://example.com/store/</code> to <code>http://www.example.com/store/</code></p> | |
| Catalog media URL format <small>[global]</small> | <input type="text" value="Image optimization based on query parameters"/> | <input type="checkbox"/> Use system value |
| | <p>Images should be optimized based on query parameters by your CDN or web server. Use the legacy mode for backward compatibility. Learn more about catalog URL formats.</p> <p>Warning! If you switch back to legacy mode, you must use the CLI to regenerate images.</p> | |
| Hide Default Store Code <small>[global]</small> | <input type="text" value="Yes"/> | <input type="checkbox"/> Use system value |



Build Internal Links

Crawlers will strive to find a relationship between pages when they crawl your website. They use **internal links** to navigate your store and determine what type of products you are

selling. You can build internal links on Magento with the **'Related Products'** feature. Here you can add related items to each of your product pages so search engines can better comprehend what type of products your online shop sells and how they relate to each other. There are also Magento extensions available that assist with related products.

Revise Your Metadata

Metadata includes the meta title, meta description, and meta keywords. A website with keyword-rich metadata is more likely to be indexed by search engines. It is essential to avoid using identical metadata for every page. Google shows the metadata description beneath the link in SERPs, and while the description is not a direct ranking factor, you should revise it to provide users with extra information about your website. In these descriptions, also include the keyword you are targeting, as it will appear bold in SERPs. Bear in mind that a description relevant to the keyword searched for is likely to convince a potential customer to click on the link. To do this:

- Enter the **'Admin Panel'** (**'System'** > **'Configuration'** > **'Design'** > **'HTML Head'**) to give generic rules for the whole website. To set the title and metadata for each page, go to the individual category and product pages in the **'Catalogue'** section of the **'Admin Panel'**.
- Ensure that you pen short and snappy yet eye-catching descriptions that include relevant keywords. Do this for categories, products, and services to help search engines match a user enquiry with your product link.
- Create a URL key, so URLs are specific for the product keyword.

Optimise Your Images

This is a fantastic SEO tip for Magento. There are two aspects to pay close attention to: **image file names** and **alt text**. With the former, rather than using the default name (no doubt full of meaningless numbers and words), the file name should explain what the image is about. This makes it easier for search engines to access, comprehend, and recommend your products on SERPs. With the latter, it should be optimised as, if managed wisely, alt text can improve your traffic through **Google Image Search**. It acts as a modifier to explain the appearance and function of an image on a webpage, not just to the visually impaired but to crawlers too. Alt text is displayed to Google when it cannot scan the image on your site. Ensure you add keywords to your alt texts (but be sensible as otherwise it could be tagged as spam by search engines).

It is prudent to remember that Magento website images can contribute to the slow loading speed of your site. For this reason, you may wish to use the '**Lazy Load**' extension for Magento 2. This delays the loading of your images to optimise the user experience. It loads the images as you scroll down the page instead of loading them all simultaneously. This extension also ensures that crawlers can index these images.

Allow Search Engines To Index Your Site

There is no point in optimising your website if search engines cannot index it, so you have to ensure your shop is both crawlable and indexable. To check your indexing status, go to **Google Search Console > 'Index' > 'Coverage'** to see the number of valid pages. If the two figures are **0**, then Google is having issues indexing your site.

Set Canonical Tags (Magento 2)


A lot of stress for online merchants occurs when numerous URLs point to the same content. Indeed, this can prove to be a big SEO issue. For instance, if you have one product applicable to several categories or have pages with similar content and URL keys, they could be considered **duplicate content**. This means each of the pages will have to compete for the attention of search engines (and if crawlers cannot determine which to display, both may be ignored). To deal with this, you can use the '**Canonical Tags**' feature in the Magento 2 '**Admin Panel**'. Canonical tags inform search engines of which page takes precedence and should be given attention. You can set the URL to use the canonical meta tag on a specific page, and Google will disregard all other identical content on your website.

Consider Using Plugins

It may be worthwhile to use various **plugins** or extensions to assist you in your SEO efforts. Below we list three of the most popular for SEO for Magento 1 and 2:

- '*Super Easy SEO*' by *Magenest*: This option is free. It can be an excellent option for those managing up to 10,000 stock-keeping units (SKUs). Features include SEO templates, duplicate content, and content quality analysis.
- '*The Advanced SEO Suite*' by *Mirasvit*: This is a premium SEO plugin designed to help store owners get better rankings. Its features include an XML sitemap generator, robots.txt manager, canonical URL support, and automatic sitemap submission to Google, Bing, and Yandex Webmaster Tools.

- *'Magento 2 SEO Extension' by ReloadSEO*: This plugin includes custom meta tags, title and meta description editor, automatic sitemap generation, and canonical URL support.



Super Easy SEO

★★★★★ 4.6 • [7 Reviews](#)

Improve search optimization and performance in online visibility

- **Meta tag for multiple pages**
- **Content analysis toolkit**
- **SEO data live preview**
- **Many other unique SEO features**

Capitalise On Our Magento SEO Tips

In this chapter, we have provided 12 strategies for performing Magento SEO, such as making your website friendly for mobiles, including a sitemap, revising your metadata, and optimising any images. Needless to say, conducting Magento SEO is a lot of work and can be highly time-consuming and stressful. However, if you put the time and effort in, and follow our strategy for Magento SEO, you will be on the path towards ranking success.

Chapter Summary

- Magento is a CMS that has more than a quarter of a million users worldwide. It is an e-commerce software with open-source technology and is a notoriously versatile platform.
- Advantages of the platform include its built-in advanced SEO features, scalability, and extensive community.
- You can use many tactics for Magento SEO, such as ensuring your site is mobile-friendly, including a sitemap, revising your metadata, and optimising images.

- Undertaking Magento SEO alone can be a highly stressful and time-consuming process. But if you follow our top tips, you will be in the driving seat for your Magento SEO campaign.

SECTION SIX: BACKLINKS

Chapter Twenty-Four:

Why are Backlinks Important for SEO?

As we have stressed throughout this book, backlinks are imperative to any robust SEO campaign. Therefore, this entire section has been dedicated to explaining backlinks as well as off-page SEO in general so that you can incorporate this knowledge into your own SEO efforts. This chapter includes an explanation of what a backlink is, why backlinks are so important to SEO, and the three main ways you can earn them.

What is a Backlink?

In a nutshell, a backlink is a link from one page on a website to another. Also referred to as ‘**inbound links**’ or ‘**incoming links**’, backlinks are highly valuable for SEO. The significance of backlinks has somewhat decreased over the years due to the increasing complexity of search engine algorithms. But, they still play a solid part in your website’s authority and strength. The more authoritative your website is, the higher it will rank for the focused keywords you choose during **keyword research**. Moreover, the obvious point is that backlinks offer a way for visitors to find your site.

If somebody is reading a blog and finds a link to your website that looks relevant to the topic, they might click on the link and go straight through to your site. This is known as ‘**referral traffic**’ and can assist your website’s online reputation.

It is important to note that backlinks are not a numbers game. Having thousands of backlinks does not guarantee a fantastic ranking. The **quality** of your backlinks is paramount, more so than quantity.

Backlink Types

There are two types of backlinks:

- *Dofollow backlinks*: These are the most common and valuable backlinks in SEO. When you put this type of link on your site, you inform Google that the link is organic (the target website did not purchase the link). You are also vouching for content accuracy at the other end of the link. It tells search engines that the content on the other end is important and should be acknowledged.

- *Nofollow backlinks*: These are less common and also less valuable. They inform search engines to ignore a certain link.

The ratio of **dofollow** versus **nofollow** backlinks of a website will vary, and search engines look for a healthy mix of both for a good link profile. The largest difference is that Google puts a lot of value on dofollow links, meaning they are fantastic for SEO. Conversely, nofollow links are generally ignored by Google’s algorithm and are rarely important for SEO.

Top Tip: Where you put your backlinks matters significantly. Backlinks embedded in the middle of a sentence (**contextual backlinks**) are excellent for SEO.



Why are Backlinks Important for SEO?

There are several significant advantages to backlinks. Here are six of the biggest benefits.

Backlinks Raise Brand Awareness

When a website links to you, it illustrates that they think their readers will benefit from what your website has to offer. Gaining quality backlinks also means that people on reputable websites are recommending your brand and website to their readers, leading them to your site.

Top Tip: Once they visit your website, you could add a '**Related Content**' section at the bottom of your blog to recommend other content the reader might also like. This means they

can look at additional content on your site and therefore spend more time on it. **Time spent** on a website is a consideration that Google makes when ranking your site.

Backlinks Establish Relationships Between Sites

When you promote or link to another page, people will see it as a connection or rapport with the other website. This develops more trust when people see you trust one another enough to have an open relationship online.

Top Tip: Avoid making the mistake of thinking a link exchange will be helpful. This will only harm you in the long term.

Backlinks Organically Attract More Backlinks

This is a key advantage that many people are oblivious about and has a great snowball effect. If you already possess quality backlinks on popular sites, a small proportion of those individuals will write about you and also link to you. All of this will happen without you even having to ask!

Backlinks Boost Referral Traffic

Backlinks assist in boosting referral traffic. When a visitor gains access to your site through a backlink, **Google Analytics** marks that click as a referral visit. Essentially, referral traffic is more relevant and focused, leading to a lower **bounce rate** than other traffic types.

Backlinks Position Your Business as an Authority

When more websites link back to you, they put your business as an authority on a certain topic, subject, or particular service. Bear in mind that Google uses backlinks as one way of comprehending what your website is about. Therefore, the more backlinks you receive, the easier it is for Google to learn more about your business.

Backlinks Improve Organic Ranking

If search engines see your website is beginning to gain authority, they will start ranking your website higher up on search engine results pages (SERPs). Google will prioritise a website that users regularly visit about topics they search for often. So, if you have numerous quality backlinks, Google will assume your site is a credible source of information for that specific topic.

Top Tip: Quality backlinks should be built up gradually. Avoid using deceptive methods to gain more and more backlinks (known as **black hat SEO**). While it may get you the traffic you want, it will have a detrimental effect on your rankings.

Are Backlinks Still Valuable for SEO Efforts?

The short answer is yes. Backlinks help your website rank better, and they are a substantial focus for any comprehensive SEO strategy. They are key for SEO as they provide what is known as a **vote of confidence** from one website to another. When search engines see others vouching for your content, they will begin to rank your website higher in SERPs. Consequently, backlinks are great for your search visibility and ranking. Backlinks are one of the most critical aspects of outstanding SEO ratings.

Backlink Considerations for SEO

Below are some backlink factors that you should bear in mind regarding SEO:

- **Total referring domains.** The more domains of high quality that link back to your website, the better.
- **Total backlinks.** This is different from total referring domains, as a website might have numerous backlinks from the same domain. Therefore the amount of backlinks matters despite whether they come from the same domain or not.
- **Total dofollow backlinks.** This contributes to your Google ranking factor. The more dofollow backlinks, the better. As mentioned before, nofollow links, on the other hand, are generally ignored by Google's algorithm.
- **Total referring IPs.** This is essential, though not as crucial as total referring domains. The number of referring IPs does not appear to be as critical for keywords that are not as popular.
- **Total number of anchors.** A website **anchor tag** is an invisible marker that directs visitors to certain areas of your site. They make it fast and smooth to navigate to a section of the page.
- **Keyword in the anchor tag.** Including your targeted keyword in the anchor tag is an excellent practice. But, with the exception of highly popular keywords, it has little influence on domain rankings.

Giving and Earning Backlinks for SEO

Earning backlinks is a critical component of **off-site SEO** (actions taken outside of your own site to affect your rankings within SERPs). The process of obtaining these links is referred to as '**link building**' or '**link earning**'.

Naturally, some backlinks are more valuable than others. Dofollow backlinks from reputable, trustworthy, popular, high-authority sites are considered the best to earn. Conversely, backlinks from low-authority and potentially spam sites are generally the least desirable. Whether a link is dofollow or not is relevant, but nofollow links should not be entirely disregarded. Even getting a mention on a high-quality site can boost your brand.

As some earned backlinks are more valuable than others, the same can be said for links you create to other websites. When you link out to an external site, your choices can have a big impact on the value. These choices include:

- The page from which you link (its content, search engine accessibility, page authority, etc.).
- The meta tags associated with the linking page.
- The anchor text used.
- Whether you decide to dofollow or nofollow the link.

HOW TO GET BACKLINKS FOR SEO



THERE ARE THREE PRIMARY WAYS THAT BACKLINKS CAN BE EARNED:

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01

NATURAL

These are provided without any interposition by the website's owner. Making high-quality content consistently is one of the best strategies to achieve natural links.

02

MANUAL

These are received from link-earning activities, for instance guest posting for a relevant website. Of course, ensure you include a link to your site within the article itself.

03

SELF-CREATED

Site managers enter a link to their website into a forum, online directory, or blog comment manually. Many of these tactics, however, lean on black hat SEO techniques that can harm your search engine reputation. These links are typically annotated with nofollow tags.

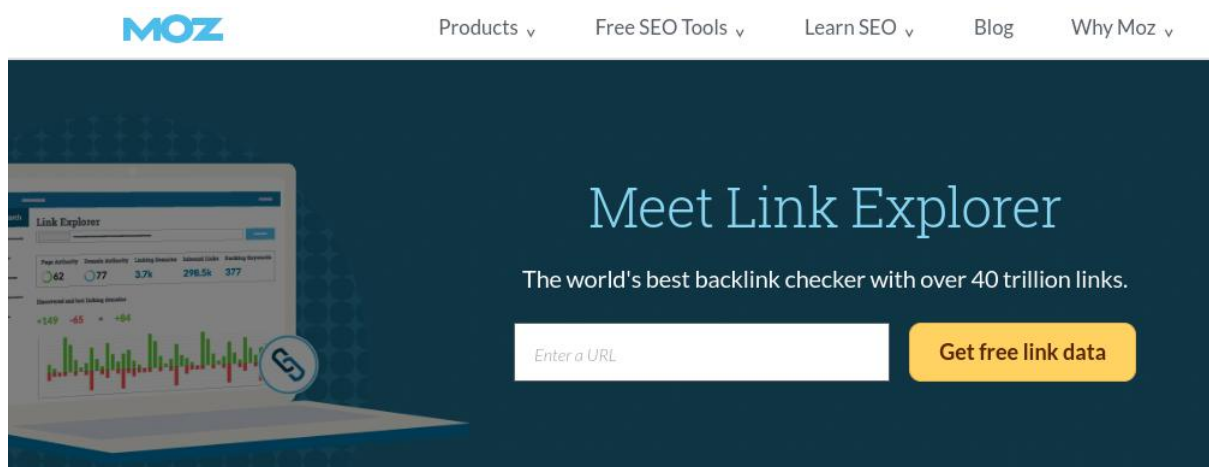
How Can I Get Backlinks for SEO?

There are three primary ways that backlinks can be earned:

1. **Natural.** These are provided without any interposition by the website's owner. Making high-quality content consistently is one of the best strategies to achieve natural links.
2. **Manual.** These are received from link-earning activities. For instance, a backlink is manual if an abseiling gear website got in touch with the climbing resource and requested a link. Another effective strategy to obtain a manual link is guest posting for a relevant website. Of course, ensure you include a link to your site within the article itself.
3. **Self-created.** When a site manager enters a backlink into a forum, online directory, or blog comment manually, a link is generated. But caution should be taken; while self-created links may look to be the most straightforward approach to earning backlinks, many of these tactics lean on black hat SEO techniques that can harm your search engine reputation. These links are typically annotated with nofollow tags.

Competitive Backlink Research

Backlinks can take a lot of time to earn. New sites and those expanding their keyword focus may find it challenging to know where to begin with link building. This is where competitive backlink research comes in. Analyse the backlink profile (the collection of domains and pages linking to a site) of a competitor already ranking well for your target keywords. This way, you can gain insight into the link building that may have contributed to their success. You can use a **backlink tool** to do this — such as those provided by **Ahrefs** and **Moz** — to target those domains in your own link building campaign.



How Many Backlinks Should I Earn Per Day?

This is dependent on the person doing SEO. If you earn more than ten backlinks a day, it can be seen as very impressive and therefore valuable for your site traffic. But, too big of a rise in the number of backlinks might be viewed by Google as unnatural. It is vital to get the balance right and remember that quality is more important than quantity.

The Importance of Backlinks

Backlinks are highly important for SEO. They essentially provide a vote of confidence from one website to another and contribute to improving your search visibility and ranking. Backlinks bring many benefits to the table, such as boosting your referral traffic, improving your organic ranking, positioning your business as an authority, and raising your brand awareness. While the quantity of backlinks is important, the quality of the links themselves is even more so. In the next chapter, we detail how to obtain high-quality backlinks.

Chapter Summary

- Backlinks — also referred to as ‘inbound links’ or ‘incoming links’ — are simply links from one page on a website to another. They give a vote of confidence from one site to another and are great for your search visibility and ranking. They are very valuable for SEO.
- Backlinks present numerous benefits, such as raising brand awareness, positioning your business as an authority, and improving your organic ranking. It is important to understand that the quality of your backlinks is more important than quantity.
- The three ways to earn backlinks are naturally, manually, or self-created.

Chapter Twenty-Five:

How to Get High-Quality Backlinks

There are numerous tactics you can employ to obtain **high-quality backlinks**. However, getting these backlinks can be difficult. To increase your website's authority, surpass your competitors in SERPs, and assist in your general SEO efforts, you need to build powerful backlinks consistently. In this chapter, we offer 12 effective tactics for gaining high-quality backlinks using reputable strategies and SEO tools.

How to Get High-Quality Backlinks

HOW TO GET HIGH-QUALITY BACKLINKS

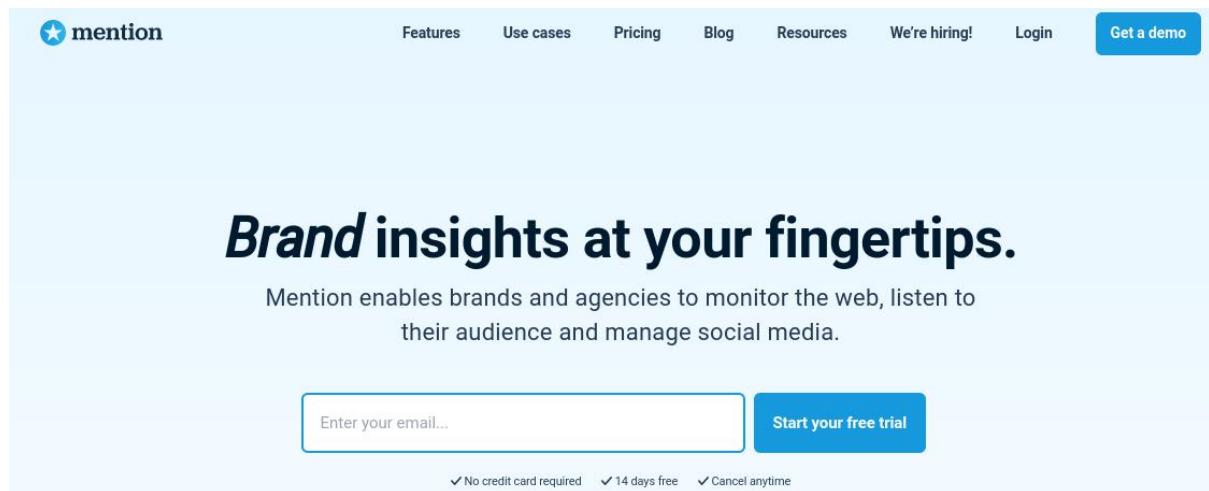
- #1 Analyse Mentions of Competitors**
Use the SEO tool Mention to answer queries ahead of your competitors to increase your chances of earning backlinks and business.
- #2 Link Reclamation**
Use an SEO tool to find unlinked mentions of your brand so that you can take steps to resolve this and gain more quality backlinks.
- #3 Examine Competitors' Best BLs**
Examine your competitors' backlinks and take steps to replicate them on your website to build up more powerful backlinks.
- #4 Guest Blogging**
Consider this to interact with people within your niche and build quality backlinks. Ensure the content is of excellent quality.
- #5 Infographics**
Consider creating infographics to help drive traffic from social media and build quality backlinks.
- #6 Promote Your Best Content**
Use influencer research tools to find people willing to share your content.

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Analyse Mentions of Competitors

A prudent technique is to know when a competitor's brand name is mentioned on the Internet, such as on social media, a website, or a forum. This can be achieved by using the

social listening web application called **Mention**. This is an intelligent technique because if you notice that a competitor's client has asked a question, and you are the first person to reach out and extend help, there is a good likelihood that you will create a sturdy relationship with that client. And, if he has a website, you might even get a backlink if he wishes to endorse you. Mention is also useful for setting up alerts for your targeted keywords. This means that when someone writes a post or article featuring your keywords, you can contact them and ask them to consider or include your website as well.



Takeaway: Use the SEO tool Mention to answer queries ahead of your competitors to increase your chances of earning backlinks and business. Mention can also be used to set up notifications for your targeted keywords.

Link Reclamation

This strategy involves finding mentions of your brand that are not accompanied with a link to your website so that you can take steps to rectify this. Numerous SEO tools allow you to find unlinked brand mentions, including **Google Alerts**, **Ahrefs**, and **Buzzsumo**. Once you have found a site that mentions but fails to link to your brand, you can reach out and request them to add a link to your website. Link reclamation is a straightforward yet effective way of obtaining quality backlinks for your site.

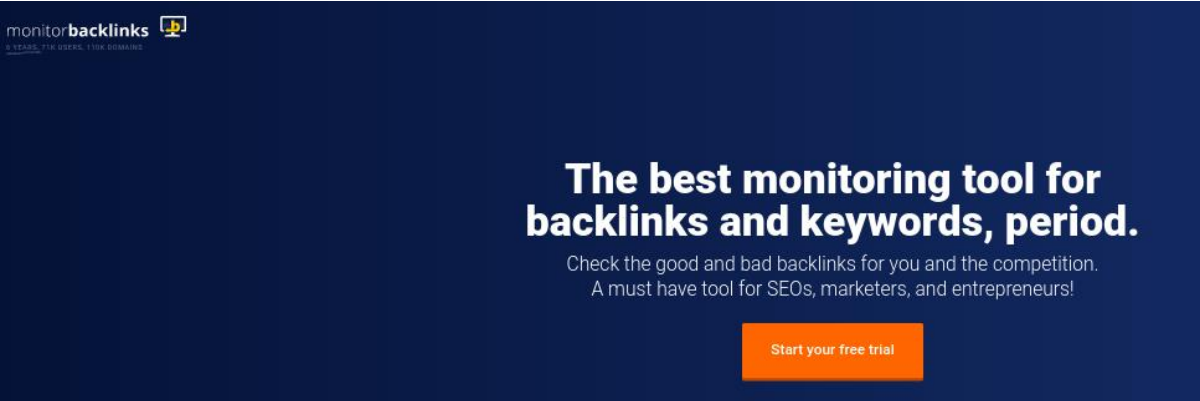
Takeaway: Use an SEO tool to find unlinked mentions of your brand so that you can take steps to resolve this and gain more quality backlinks.

Examine and Replicate Competitors' Best Backlinks

You can quickly obtain a list of your competitors' backlinks as this information is readily available. Once you have this list, you can work to replicate their best backlinks. It is a smart

way of discovering new link building opportunities and can significantly improve SEO. The first step is to select your primary competitors (websites that rank in the top five positions for your main keywords). If they are above you, this means that they possess a superior link profile and that they have better quality backlinks. Once you have chosen the competitors, you need to analyse their backlinks.

Again, numerous SEO tools can be used, and an excellent option for this strategy is **Monitor Backlinks**. You add your main competitors into the tool and then use the metrics they provide to see what links are worth replicating (do not try to copy all of them as all sites have weak links). Focus on links that have great authority. Generally speaking, the more challenging it is to get a backlink from a site, the higher its value. You can also analyse the value of a domain by using **Ahrefs Domain Rating** and **Moz Domain Authority**. If the metrics look great for you, discover how those sites link out to third-party sites.

The image is a dark blue rectangular banner for the 'monitorbacklinks' tool. In the top left corner, the logo 'monitorbacklinks' is displayed in white, with a small 'mb' icon to its right. Below the logo, the tagline '3 YEARS, 77K USERS, 110K DOMAINS' is written in a smaller font. The main headline, 'The best monitoring tool for backlinks and keywords, period.', is centered in a large, bold, white font. Below the headline, a sub-headline reads 'Check the good and bad backlinks for you and the competition. A must have tool for SEOs, marketers, and entrepreneurs!' in a smaller white font. At the bottom center, there is an orange button with the text 'Start your free trial' in white.

Top Tip: You should also note the different types of backlinks when considering links: **dofollow** and **nofollow**.

After locating websites with good metrics, ensure the websites are related to your site. For every competitor backlink, try to work out how your competitor obtained that link. For instance, if it was a product review by a blogger, contact them and offer a tempting deal in exchange for a similar review.

Takeaway: Examine your competitors' backlinks and take steps to replicate them on your website to build up more powerful backlinks.

Guest Blogging

Guest blogging is a fantastic way to stand out on the Internet. You can tap into audiences that are already established so you can interact with other people within your niche. Guest

blogging can be great for increasing your followers on social media, building quality backlinks, and driving traffic.

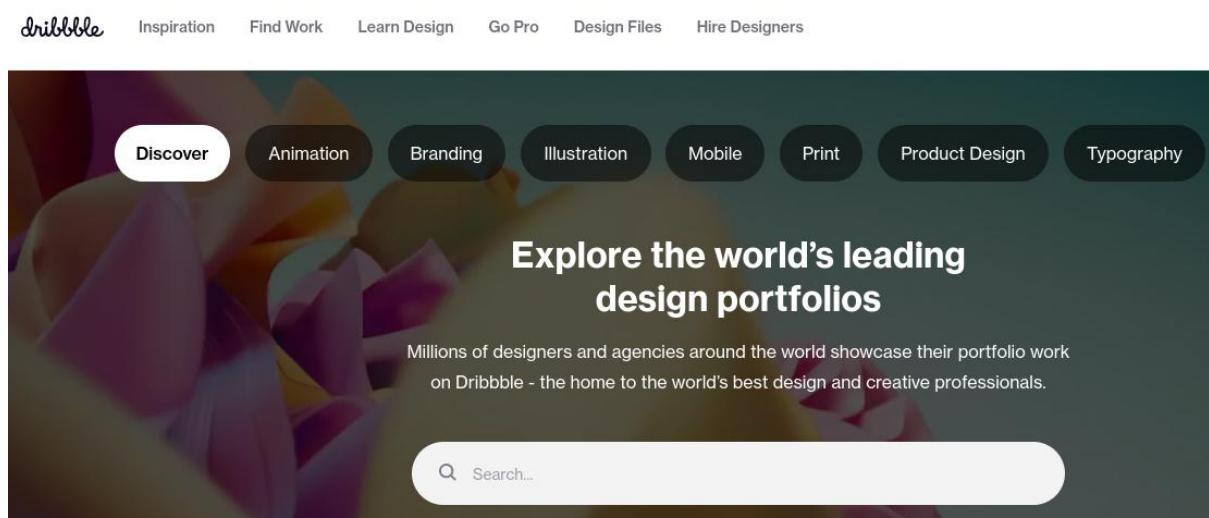
However, if you do a guest post, it must be high quality. Avoid writing spammy or badly written posts, as this could instigate a penalty from Google. Guest blogging content needs to be at least as good as what you are publishing on your own website. This method is not successful for everyone, but if you work hard on it, you will witness great benefits. A great way to find guest blogging opportunities is to use these key terms in Google:

- Your keyword + become a contributor
- Your keyword + contribute
- Your keyword + guest posts
- Your keyword + write for us

Takeaway: Consider guest blogging to interact with people within your niche and build quality backlinks. Ensure the content is of excellent quality.

Infographics

Over recent years, **infographics** have become one of the most common link building methods. The demand for infographics has catapulted in recent times. Not only are they fantastic for building backlinks, but they are also great for driving traffic from social media (this is due to the highly shareable quality of infographics). Even if you are not a designer, this does not have to stop you from creating infographics. For example, you can hire someone on **Fiverr** or even **Dribbble** if you want something more professional.



Once you have an infographic published on your website, you can then submit it to popular infographic directories. Another great technique is to use **Twitter** to locate people that have shared similar infographics in the past, so you can reach out to them and ask them for feedback. They might even share your infographic on social media and link to it if they like it.

Takeaway: Consider creating infographics to help drive traffic from social media and build quality backlinks.

Reach Out and Promote Your Best Content

There is no point in having great content if no one knows it exists, as you will not get backlinks. Therefore you have to find people who would be interested in linking to your content and sharing it through social media avenues. It is a great idea to use **influencer research** tools, such as **MozBar**, **Hey Press**, or **BuzzSumo**. Then you can find people who are willing to share your content. Naturally, the more bloggers you speak to, the better the chances of your content being shared. It is also highly recommended to create several sturdy relationships with famous bloggers within your field to make things a lot easier.

Takeaway: Use influencer research tools to find people willing to share your content.

HOW TO GET HIGH-QUALITY BACKLINKS

#7 Interviews
Try to obtain interviews so you can further promote your business and link out to your site.

#8 Create a Solid Internal Linking Structure
Build internal links to increase the usability of your site.

#9 Broken Link Building
Find broken links on websites, inform the webmaster, and suggest your website replaces the broken link.

#10 Create a Crunchbase Profile
Crunchbase is a community of millions of people interested in the latest industry trends, investments, and global company news.

#11 Create and Optimise An About.me Page
Consider creating an About.me page.

#12 Startup Directories
If you have recently launched a startup, consider submitting your website to startup directories such as BetaList.

READ MORE AT www.nuoptima.com

Interviews

Websites in practically every niche hold interviews with experts. If you are not established or well-known enough to get an invitation, you should reach out and convince the interviewer why they should select you to be interviewed. Websites that run interviews are always on the lookout for excellent content, so there is a fair chance you will get accepted. Along with your answers in the interview, you can also link out to your website.

To locate websites that run interview roundups, you can search for these terms on Google:

- Your keyword + interview
- Your keyword + roundup

Takeaway: Try to obtain interviews so you can further promote your business and link out to your site.

Create a Solid Internal Linking Structure

Internal links will not give you a massive SEO boost, but they will assist you in increasing the general usability of your site. Plus, it is a smart way to build links using your preferred anchor text. However, do not go overboard and create over 100 internal links, or this might make your website look suspicious and could be detrimental to your search engine rankings.

Takeaway: Build internal links to increase the usability of your site.

Broken Link Building

A less well-known way of building backlinks is **broken link building**. This strategy involves finding **404 errors** or similar problems on a blogger's site and informing them about it politely. As you are essentially doing them a favour by telling them, they might return the favour and link out to your website. Such backlinks are often found on resource pages where bloggers link to third-party websites.

To find broken links easily, you can use the Google Chrome extension '**Check My Links**'. Once you have found broken links, you can reach out to the webmaster and inform them of the problem. Ensure you give clear instructions to help them quickly fix the mistake. Then you can take the initiative and suggest your website replaces the broken link.



Check My Links

Add to Chrome

logflare.app | Featured

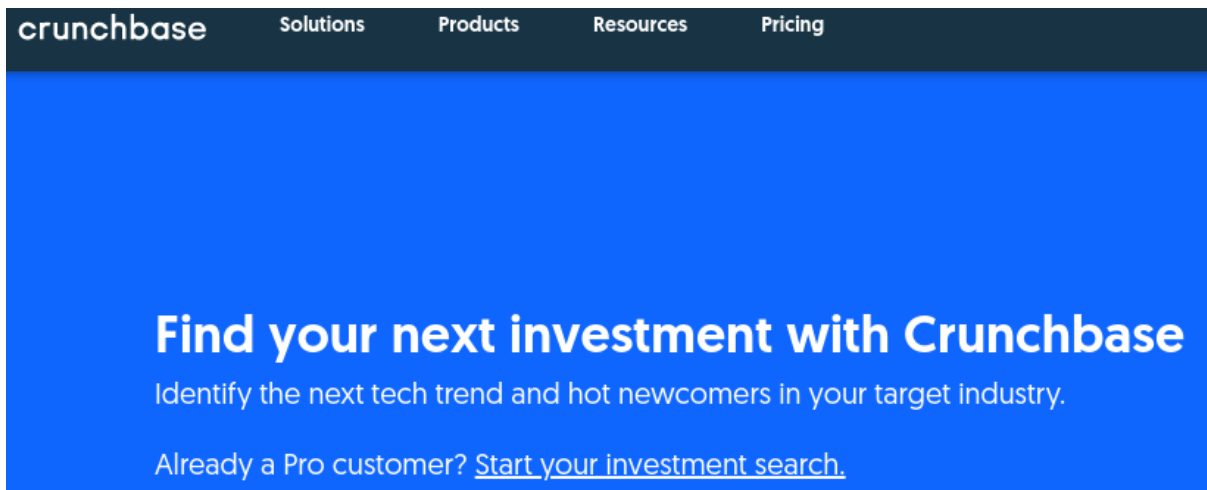
★★★★★ 440 | Developer Tools | 200,000+ users

Takeaway: Find broken links on websites, inform the webmaster, and suggest your website replaces the broken link.

Create a Crunchbase Profile

Crunchbase is a community made up of millions of people who wish to stay apprised of the latest industry trends, investments, and global company news. This extends from startups to the largest companies in the world. It is a great place to connect with users you share similar interests with, but it is also a wonderful resource for building high-quality backlinks to your site.

Simply by creating an account on Crunchbase and linking to your website, you will receive a backlink from a website with a **domain authority** score of 90 (accurate as of time of writing). You should also create a profile for your business if you are an entrepreneur or small business owner. This is a straightforward way to generate a backlink from a high domain authority site, and it only takes minutes to achieve.



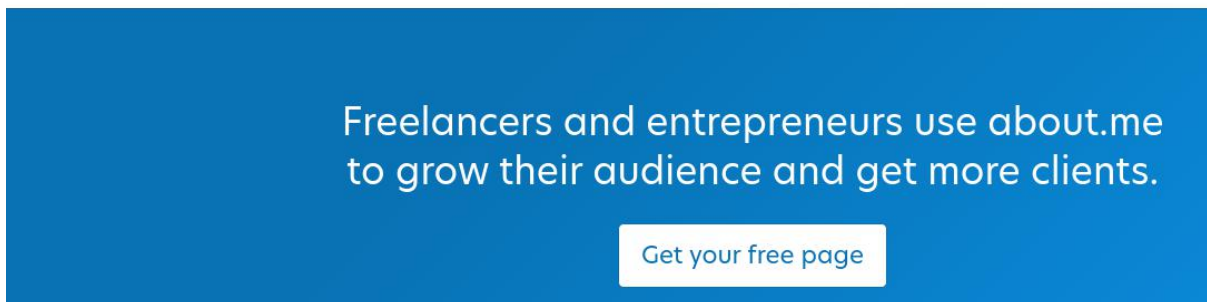
Takeaway: Consider making a Crunchbase profile.

Create and Optimise An About.me Page

Another website to consider creating an account on is **About.me**. This site allows you to create a free, one-page website in minutes. A simple way of getting a dofollow backlink for your site is to create a profile on About.me, enter a link to your blog within the section '**Spotlight Button**', and include additional links in your bio too. This profile will get you an authoritative backlink (it currently has a domain authority score of 91) in just a few minutes.

about.me

Get your free page



Takeaway: Consider creating an About.me page.

Submit Your Website to Startup Directories

This tip applies if you have just launched your startup. The good news is that there are countless directories you can submit your website to. A popular option is **BetaList**, which is a directory focused on early-stage Internet startups. It has free submission, but you can pay a small fee to expedite the process and ensure your startup is listed. If your startup is not eligible for submission at BetaList, do not panic. Many other startup directories with a high domain authority will accept your submission request.

Discover tomorrow's startups, today.

BetaList is a community of makers and early adopters showcasing their startups and exchanging feedback.



Takeaway: If you have recently launched a startup, consider submitting your website to startup directories such as BetaList.

Obtain Powerful Backlinks

Building a good backlink profile is a challenging task. It requires much due diligence and skill to get the best high-quality backlinks to help build your website's authority and rise in SERPs. There are many strategies you can use, and this chapter listed 12 clever techniques you can utilise to get powerful backlinks for your website. They include link reclamation, broken link building, and guest blogging.

Chapter Summary

- To build your website's authority and surpass your competitors in SERPs, you need to build high-quality backlinks consistently.
- There are numerous ways you can obtain high-quality backlinks. This chapter offers 12 of the best tips.
- Our top tips include link reclamation, replicating competitors' best backlinks, guest blogging, broken link building, and creating infographics.

Chapter Twenty-Six:

The Complete Guide to Off-Page SEO

Off-page SEO is a series of SEO tactics that can be used outside of your website and includes link building. In this chapter, we explain how you can use off-page SEO strategies to increase the authority of your website.



According to BrightEdge research, organic search drives 53.3% of all traffic, remaining the dominant source of trackable web traffic and the largest digital channel. It means that no matter big or small, SEO is something that your business can't afford to ignore if you want to get in front of a new audience. To win in search engine optimisation, you have to play by Google's rules as it currently has over 85% of the search engine market. Google has already received over 1.2 trillion searches worldwide this year, which means people are searching... a lot.

To date, consumers do more than 70% of their purchasing research online before deciding to get into the sales conversation. What does it mean for the website owners? Ranking high in search engines enables your potential customers to find your brand among millions of others and become your clients. SEO increases the chances for companies to grow and develop by increasing the quantity and quality of the traffic to their websites. According to Zero Limit Web research, the first five search engine results account for 67.6% of all the clicks. How to get there and maximally increase your brand's organic traffic? Can SEO provide the desired results on its own? Keep reading to find out how effective SEO tools can be for your business and who needs off-page search engine optimisation.

The Role of Off-Page SEO in Website Growth

Off-page SEO, also known as **off-site SEO**, represents all SEO tactics taken outside of your website to impact its rankings within SERPs. Along with **on-page SEO** and **technical SEO**, off-page SEO represents the main optimisation techniques that help a website rank on Google or other search engines. Off-page search engine optimisation doesn't involve updating or publishing content to the website and includes:

- Brand building
- Content marketing
- Link building
- Podcasts
- Reviews
- Social media.

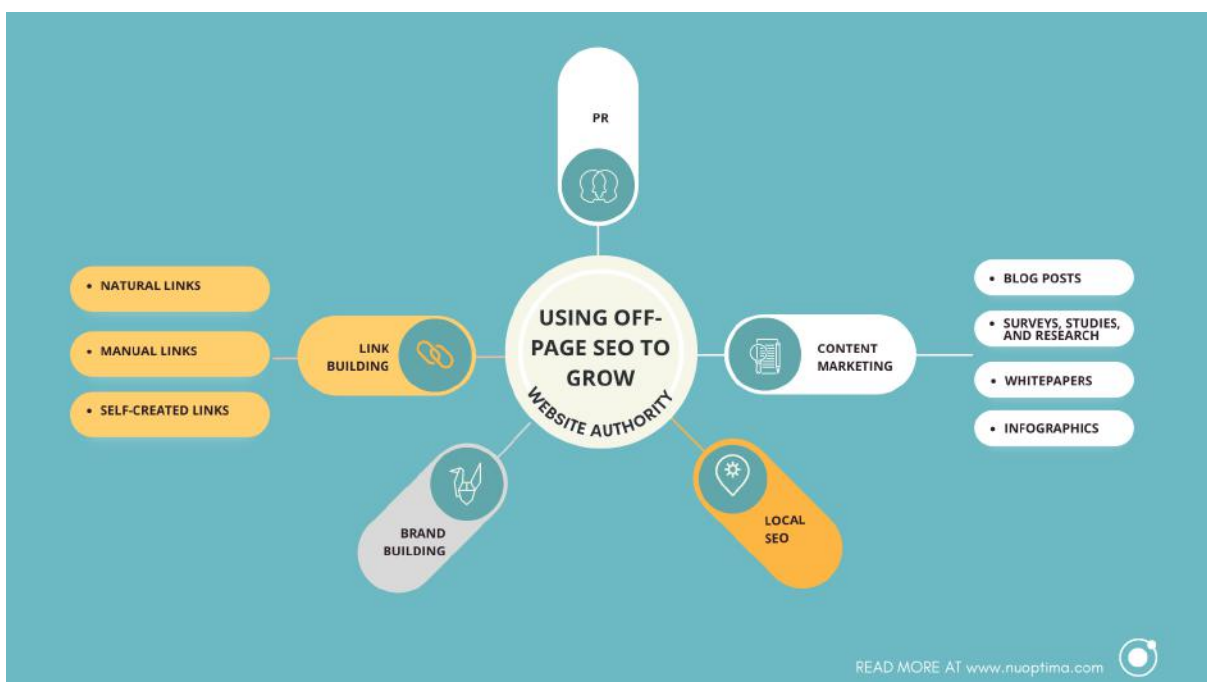
These tactics help search engines and users better understand your website and increase its credibility, authority, and relevance. But, why does off-page SEO matter to websites? According to Backlinko, Google's search algorithm uses more than 200 factors to rank

websites, and these ranking factors are constantly changing. Because of this, the general consensus within the SEO community is that the relevance, authority, and trustworthiness provided by off-page SEO tactics play a crucial role in a page's ability to rank. Recent studies have shown that off-page SEO makes **up to 75%** of a good digital strategy.

Off-page SEO includes activities that don't have to be present on the page, 'telling' Google or other search engines about what the audience thinks about your website. The primary task of this SEO technique is to build your website's authority – otherwise, it may struggle to outrank other websites with higher authority that tend to rank better as search engines consider them more credible, trustworthy, and relevant. Off-page SEO tactics signal that many people trust, reference, and share your website to search engines. Let's look at the most common off-page SEO techniques you can use to boost your website ranking.

Using Off-Page SEO Tactics to Grow Website Authority

Several years ago, many people used the terms 'link building' and 'off-page SEO' interchangeably, but in fact, there are many off-page SEO tactics that work and can increase the organic traffic to your website significantly. Let's look at some of them.



Link Building

This tactic is at the heart of off-page SEO, which is why the last two chapters were dedicated to explaining it comprehensively. Earning **backlinks** from high-authority websites remains an

integral part of any SEO strategy as it helps position your website as an authority. Backlinks that pass the most equity offer the greatest contribution to SEO efforts. Remember, there are three main types of links in this tactic: **natural links**, **manual links**, and **self-created links**.

Brand Building

Brand building is another popular tactic in off-page SEO. Google rewards brands and brand-building activities are a crucial part of the broader SEO and marketing strategy and integral to the off-page SEO approach. The strongest indicator that you're building a brand is an increase in brand searches that may include your brand name, services, products, or domain name. Brand-building activities boost the credibility of your website and make it easier to earn links and mentions naturally across the web.

Content Marketing

This tactic covers both on-page and off-page SEO. Publishing content on your website is only a part of **content marketing** – any content you write on the web falls under the content marketing term. Creating interesting, engaging assets makes it easier to promote your content and encourage others to link to or share it. Marketing tactics that can help boost off-page SEO results include:

- Blog posts
- Surveys, studies, and research
- Whitepapers
- Infographics.

Content marketing is closely linked to other off-page SEO tactics like link building, brand reputation, social media, and PR.

PR

Search engine optimisation and **Public Relations (PR)** were seen as two entirely separate marketing branches for a long time, but, in recent years, these disciplines have come together. Digital PR is the new link-building tactic that can be used to promote linkable assets and earn authority backlinks through them. This tactic helps off-page SEO more than just building backlinks – it can also help your business by putting your website at the front of the target audience, driving referral traffic, increasing brand awareness, helping to build trust signals, and positioning you as the industry leader.

Local SEO

Local SEO is a complete discipline of search engine optimisation, although some of its elements are parts of the off-page SEO tactic – a **Google Business Profile** and **citations**.

A Google Business Profile is an essential tool for any local business willing to boost its online presence. It was found that almost half of all Google searches (46%) are looking for local information, while four in five consumers use search engines to find local information. It means that your competitors are at an advantage if your website doesn't show in local Google Business Profile results, and you can't ignore its importance in ranking for the local map pack.

A citation is a mention of the business online, typically referencing its **NAP (name, address, and phone number)**. If you're running a local business looking for geographically-targeted search terms on the SERPs or map pack, you can't ignore the vitalness of this off-page SEO tool.

Get the Most Out of Off-Page SEO

Off-page SEO of a website involves improving its perception by users and search engines. It happens by getting links from other reputable websites, mentioning your brand, sharing your website's content, and 'votes of confidence' from sources outside the website. Off-page SEO is much more than just link building and includes many other tactics as mentioned in this chapter, such as brand building, local SEO, and content marketing.

Chapter Summary

- Off-page SEO represents all SEO tactics taken outside of your website to impact its rankings within SERPs. Along with on-page SEO and technical SEO, off-page SEO represents the core optimisation techniques that can assist a website in ranking on Google or other search engines.
- Off-page SEO tactics listed in this chapter include link building, brand building, and local SEO.
- Use these tips to ensure that your website's authority and ranking improves through robust off-page SEO strategies.

SECTION SEVEN:

APPS

Chapter Twenty-Seven:

Best SEO Software for Mac

If you use an **Apple Mac** and are seeking the best SEO tools for Mac, this is the chapter for you. It is highly recommended that you take advantage of SEO tools to help you take care of crucial factors, such as keyword research, site audits, competition analysis, and more, so you can edge ahead of the game. There are numerous SEO tools that you can use for Mac, and here we list the very best tools among them.

Best SEO Tools for Mac

Web CEO

Web CEO is a cloud-based platform created to satisfy the SEO needs of small businesses as well as big SEO agencies. A significant benefit to this option is you can set up a white label online platform by using it. This removes the Web CEO brand from your customer interactions, meaning your customer experience can be customised more. Web CEO also has an appealing all-in-one tool set of 23 SEO tools, which includes these key features:

- SEO tools for keyword analysis, link research, website auditor, and rank tracking
- Competitor research
- Backlink research
- Social media marketing tools
- Email alerts
- Offers white label SEO reports
- Advanced reporting features (this ensures good communication with your customers).

The only notable drawback is that the keyword and backlink data is not always 100% accurate. Web CEO is also available with **Mac OS X** devices.

Ahrefs

Ahrefs is a popular premium all-in-one SEO platform mentioned throughout this book. After Google, it is the biggest online crawler. This ensures valuable data for SERP analysis and keyword research. Ahrefs is seen as a dependable and comprehensive SEO solution. Many people prefer Ahrefs to other tools as it has a content explorer, link database, and regular updates. Indeed, it updates its index with fresh backlinks on the web every 15 minutes! Some of its many key features include:

- Above-average website auditor and site crawling capabilities
- Easy-to-use interface
- Rank tracker
- Analyse competitors' search engine rankings
- Perhaps the best keyword research tool available
- Vast and fresh backlink data (historical and new backlink indexing)
- Analyse what your customers are searching for
- Simple to export reporting functionality
- Domain analysis (and domain vs domain comparison).

The main con to Ahrefs is that it is one of the most pricey SEO platforms. It also does not offer any free trials.

Screaming Frog

The Screaming Frog SEO Spider is a site crawler and a complicated desktop tool with many features. It has been around for quite some time (it launched in 2010) and is viewed as an impressive marketing tool. It is available for **Windows**, **Ubuntu Linux**, and **Mac OS X**. Screaming Frog SEO Spider, while not as costly as some other online tools, is still fairly expensive. There is a free version with a limit of 500 crawls and around half the capabilities available in the paid version. Screaming Frog's key features include:

- Finds broken links, redirects, and errors
- Spell checks and grammar checks your site in more than 25 languages
- Analyses page titles and metadata

- Audits hreflang attributes
- JavaScript rendering
- Discovers exact duplicate pages
- Reviews meta robots and directives
- Generates an XML and image sitemap using SEO Spider
- Evaluates URL structure
- Structured data and validation
- AMP crawling and validation
- Custom robots.txt
- Crawl comparison
- Saves crawls and reuploads.

There are a few cons to Screaming Frog SEO Spider. One is that it is very complicated, so it is not recommended for beginners who may struggle to utilise the tool to its potential.

Secondly, there have been reports from users of performance issues when using this tool to study large websites. Thirdly, it is a tool where you can only perform **technical SEO**.

However, it is still deemed one of the best SEO tools for Mac (especially if you want a desktop application and are experienced in SEO).

SEO Powersuite

SEO Powersuite has four impressive SEO tools in one location: WebSite Auditor, Rank Tracker, SEO SpyGlass for backlink analysis, and LinkAssistant for link building. It is a desktop application compatible with **Mac OS X, Windows, and Ubuntu Linux**. People choose this tool for Mac over others because it offers unlimited data, meaning that you can add unlimited keywords, backlinks, websites, pages, and more. It also helps you manage numerous keywords, websites, and projects at once. Some of its main properties include:

- Unlimited data
- Monitors, analyses, and compares backlink data of any website
- Keyword research tool

- Precise rank monitoring
- Finds high traffic-generating keywords
- Competitor analysis
- Site audits
- Fully customisable SEO reports.

SEO Powersuite's main con is that the backlink database could be improved, and it is not always accurate in terms of keyword search volume. It offers three different pricing plans: a **Forever Free** plan (which, as the name suggests, is free), **SEO Powersuite Professional** plan, and **SEO Powersuite Enterprise** plan. The latter option offers more features than the other two but is more expensive as a result.

Semrush

Semrush is without question one of the most popular SEO tools on the market and is used by millions worldwide. It offers more than 40 SEO and social media tools to help grow a brand's online presence and traffic. Semrush is a premium SEO tool that offers a free plan (which has limitations) and a free trial for you to explore its premium features. There are also three paid versions: **Pro**, **Guru**, and **Business**. If you are new to the market, this tool can make it straightforward for you to edge out over your competitors and get the majority of traffic from search engines. Some of its key attributes include:

- Keyword research
- Backlink analysis
- Website SEO audit
- Domain vs domain comparison
- Brand monitoring
- Backlink audit
- Competitor analysis
- Social media posting

- Backlink building
- Lead generation
- Vast keyword database of over 20 billion keywords
- Analyse traffic of any site
- Improves local SEO.

The only real disadvantage to using Semrush is that the paid versions — while extremely useful — are expensive.

Ubersuggest

Ubersuggest is a fantastic choice for a Mac SEO toolkit if you want something affordable. It is *vastly* cheaper than many other premium tools, including Ahrefs and Semrush.

Ubersuggest is a browser-based SEO tool that can be accessed through any browser that has been installed on your Mac operating system (and it has a **Chrome** browser extension available too). Some of its main features include:

- Backlink research
- Keyword analysis
- Domain analysis
- Offers a lifetime subscription plan rather than monthly fees
- Competitive analysis
- Website audits
- Keyword rank tracking (including mobile)
- Offers a 30-day money-back guarantee on all pricing plans.

A main drawback to Ubersuggest is that it does not offer as much data as other main SEO toolkits, such as Semrush and Ahrefs. However, Ubersuggest does offer three different affordable lifetime subscription plans depending on the size of your business: **Individual**, **Business**, and **Enterprise**.

Advanced Web Ranking

Advanced Web Ranking is an excellent choice if you are looking for an efficient rank tracker on Mac. It is one of the best SEO tools around for this and has a strong search engine tracking system. It is also deemed an excellent Mac-compatible tool for agencies because of its features. Some of its key capabilities include:

- Displays different rankings according to location
- Accurate ranking results
- SEO reporting
- Easy-to-use interface
- Segment ranking based on the device used
- Performs advanced SERP analysis
- Lets you use special characters in keywords
- Lets you use other languages without customisation
- Lets you manage numerous (and unlimited) websites, projects, and campaigns
- Works on mobile devices
- Gathers data and insights about a company's rank (perfect for competitor analysis).

The main disadvantage to Advanced Web Ranking is the cost. This tool charges its users based on how many crawls they perform, so if you monitor many keywords, your costs can start to stack up.

SE Ranking

SE Ranking is a fantastic beginner-friendly all-in-one SEO tool. It is also browser-based. This option has everything that a beginner webmaster requires:

- Site audit tool
- Social media tools
- Rank tracking tool
- Backlink checker

- Competitive research tools
- Lead generation tool
- Keyword research and keyword generator tool
- On-page content optimisation tools.

SE Ranking is deemed an affordable choice, with three main plans in its pricing model. It also offers a **free 14-day trial**, so you can test its tools before purchasing. While SE Ranking has many features and is beginner-friendly, it does have its faults. A common issue is related to keyword research. The database they get information from isn't huge, so relying on this tool for valuable SEO opportunities is hard. It also lacks good support for local opportunities as well as search engines. One final con is some users find the interface occasionally confusing. However, SE Ranking is still one of the best options on the market for Mac.

Link Whisper

Internal linking is crucial to SEO as it can assist you in ranking better and gaining the majority of traffic from search engines if done well. However, doing internal linking manually can be a chaotic task, so **Link Whisper** can be used to make it much simpler and easier. Link Whisper is a premium **WordPress plugin** that automates this process by suggesting internal linking opportunities while you write in the WordPress editor. All you need to do is tick the links you want to add and click one button. Because it is a WordPress plugin, Link Whisper will be installed on your WordPress site and automate your internal linking job. Its key properties include:

- Straightforward internal linking
- Assists with broken links
- Assists with orphan pages
- Helps with 404s
- Easy to use.

Link Whisper has a relatively expensive price plan, and compared to some other tools on this list, the link assistant is far from complicated. However, it is, without a doubt, an effective SEO tool.

SEO Auditor

This is a completely free SEO tool for Mac. It helps you discover all the main technical problems on your website. **SEO Auditor**'s key components include:

- It is 100% free
- Lists your top ten keywords
- Simple, easy interface
- Discovers Page Authority and Domain Authority
- Find social links
- Discovers your site's Google Page Speed score
- Informs you of any website's Google PageRank and Alexa ranking and data from social networks
- Identifies missing images and metadata
- Capacity to download PDFs without any watermarks or branding
- Discover technical aspects of your site (such as sitemap.xml and robots.txt files).

The only disadvantage to this SEO tool is that it is only used for site auditing and is therefore not a complete SEO toolkit.

Hemingway App

The **Hemingway App** is a writing tool helping copywriters to create engaging texts. It goes in web-based and desktop versions (the latter is fully compatible with **macOS**). It is a fantastic assistant for content marketers seeking advice on improving SEO writing and making a readable copy. There is both a free and paid version available. The free version is web-based and allows basic text editing by straightforward copy and pasting of content, while the paid version includes additional features for desktop users. Some key free features include:

- Word count calculation
- Readability score calculations
- Highlights wordy sentences, passive voice, and adverbs

- HTML formatting (including bold, italics, bullet points, and headlines).

Meanwhile, the desktop version offers:

- Export your content as Markdown or HTML, and import or export text from Word documents
- Publish blog directly to WordPress and Medium
- Offline access to content.

Surfer SEO

Surfer SEO is an excellent **keyword tool**. It provides great support for **on-page content optimisation**, and it has a useful '**Content Editor**' extension. It works once you have selected a target keyword for one of your articles. Surfer SEO analyses all articles ranking for that specific keyword and compiles a list of keywords you should incorporate to optimise your content (also known as **correlation SEO**). Other features of this SEO tool include:

- Website auditor
- Content planning functionalities
- SERP analyser
- Easy to use.

Surfer SEO, while straightforward to use, is on the expensive end.

SEOquake

SEOquake is one of Mac's most popular SEO browser extensions and already has millions of downloads. A primary reason to choose this tool is that it provides you with an instantaneous SEO summary for any webpage. This includes domain, page, and backlinks details. On top of this, it is free to use. Critical properties of SEOquake include:

- On-page SEO audits
- Compare domains and URLs in real-time
- Evaluate all your site's internal and external links (this includes anchor texts, link types, and URLs)
- Export all data into a file

- 100% free.

There are no considerable disadvantages to SEOquake, explaining why it is such a popular option for so many.

Other Good SEO Tools for Mac

While above, we have cherry-picked in detail some of the very best SEO software for Mac, we now consider several more SEO tools that are proving popular with Mac users.

- **Hunter.io:** This tool does not give a technical site audit or link assistant tool, but users can subscribe to Hunter.io to improve their outreach efforts, such as finding link building opportunities. It helps you find email addresses in bulk to connect with so you can generate new leads fast. Hunter.io offers both a free and a relatively expensive paid plan.
- **Pitchbox:** This is also an outreach tool, but it covers all bases, such as reaching out to prospects, getting valuable data about processes, and sourcing leads. It also has a smooth interface, a fully-realised customer relationship management (CRM), and advanced insights and integrations. It also has great support for influencer outreach. You can request a demo, but the paid plan is more costly than most.
- **Scrutiny:** This is an exclusive SEO tool for Mac that you can use for SEO, sitemaps, link checking, HTML validation, site audits, and more. However, it is not a full SEO suite like other tools. There is a 30-day free trial available.
- **EverWeb:** This is a popular 'drag and drop' website builder for Mac and helps you create powerful websites easily. It offers both SEO software and web hosting at reasonable prices. Key benefits include creating unlimited websites, access to over 600 built-in and third-party add-ons, access to over 200 free website templates, and automatically creating dropdown navigation menus. But, it is not a fully dedicated SEO software. EverWeb has three different pricing plans.
- **SEO Extract:** This tool has several key components that help you with keyword analysis and strategy, competitor analysis, webpage analysis, multiple domain analysis to get bulk traffic data, and helps you to determine Google ranking.
- **iWeb SEO Tool:** iWeb has several key features that are easy to install and use, and that help you publish directly to your File Transfer Protocol (FTP) server, add

important SEO tags to your iWeb site, and let you add **Google Analytics** or any site tracking code quickly.

- **ReActivity:** ReActivity is a tool that lets you view a breakdown of each element with load time, response time, and file size. It also allows you to test your page's loading speed and image size, easily spot bottlenecks and helps find solutions, have multiple pages open at once, see total page weight, and is Retina screen compatible.
- **RankGuru:** This SEO tool allows you to see your search engine rankings at the menu bar. It conserves your time by automatically providing rankings per keyword, which gives you a clear picture of your site's performance. You can also monitor any number of sites or projects at once using '**RankGuru SEO**'.
- **SEIntelligence:** This software offers step-by-step SEO optimisation, works on any site, provides suggestions, has special social networking features, allows you to compare your website against other sites, lets you analyse the link structure of your website, and helps you keep tabs on who is linking with you.
- **SiteOrbirter:** This is specially designed for the **macOS** to help you both discover and manage your website's content virtually. It has enhanced usability and excellent functionality. It provides impressive graphical charts and navigation, helps track the difference in metadata, and enables you to create new tags to assist in categorising, organising, and discovery.
- **Visual SEO Studio:** This is an SEO spider with free features such as crawling URLs, sitemap generation, extraction of robots.txt files, hreflang analysis, performance analysis, and readability checks. There are advanced features available in the paid version, such as HTTP authentication, technical support, integration with **Google Analytics**, **Google Search Console**, **Bing Webmaster Tools**, and more.
- **Peacock software:** This is a product for Mac only. There are various tools provided for site audit and SEO checks or services that detect issues with charges per order. Peacock software focuses on certain areas of optimisation, such as website crawling and a link checker.
- **Scalenut:** This is an AI-powered writing and content research tool for original, high-ranking, short and long-form content. It helps you create content better than the rest out there by improving readability, efficacy, and overall yield of the content. This is a popular option for content creators, agencies, and marketing teams.

- **Frase:** Hundreds of thousands of creators, search engine optimisers, and agencies use Frase to research, write, and optimise great-quality SEO content within a period of minutes rather than hours.
- **RankIQ:** This is an AI-powered SEO toolset intended solely for bloggers. It informs you what to put in your title and blog post so you can write excellently-optimised content in a shorter time frame. It also includes a hand-picked directory of the 'lowest competition high traffic' keywords for all blog niches.

Free SEO Software for Mac

While it is a great idea to invest in comprehensive SEO tools, it is prudent to remember that there are some free options out there that can come in very handy.

Google Analytics

This tool's importance cannot be understated. It is a comprehensive and free tool that gives you beneficial insight into how users connect with your website and how you gain and lose traffic. It is a browser-based tool, but an iOS and android app is available, which you can install on your mobile phone (so you can keep track of analytics on the go).

Google Search Console

This is a SERP analysis platform from Google and will provide you with a superb overview of your search engine presence as well as the amount of exposure you are getting. Therefore, many people see this as a mandatory tool to own. It is entirely free and works easily for Mac users.

Utilise SEO Tools for Mac

Search traffic is vital to the success of any online business. Therefore, many companies use SEO tools to help grow search traffic and push them ahead of the competition. There are many premium SEO tools for Mac that can be used, some of the most noteworthy being Web CEO, Ahrefs, SEO Powersuite, and Semrush. However, Google Analytics and Google Search Console are two free SEO tools that are also well worth using.

Chapter Summary

- Growing organic traffic is challenging, so it is recommended that you use SEO tools to help push you ahead of the competition.

- Some of the best SEO software for Mac includes Web CEO, Ahrefs, SEO Powersuite, and Semrush.
- Google Analytics and Google Search Console are two excellent, free SEO tools for Mac.

Chapter Twenty-Eight:

The Best SEO Apps For iPhone

If you use an **iPhone**, you will want to discover the best and top-rated SEO tools that can be utilised to maximise your SEO efforts. Luckily, this chapter provides that information for you, presenting a list of leading SEO apps for iPhone.

Is iPhone Good For SEO?

Mobile phones have become more innovative over the years. One superior device that has revolutionised the smartphone ecosystem is the iPhone series. It is a flagship of the tech behemoth — Apple — making it one of the most influential and widely-used smartphones on the planet.

At first glance, the iPhone line-up looks just like a typical smartphone, but its feature-rich operating system can actually do so much more than just FaceTiming, web browsing or taking high-resolution selfies. The integration of cloud computing technology into iOS results in a more prolific smartphone that can manage any online and/or offline aspects of a business. SEO is not an exception.

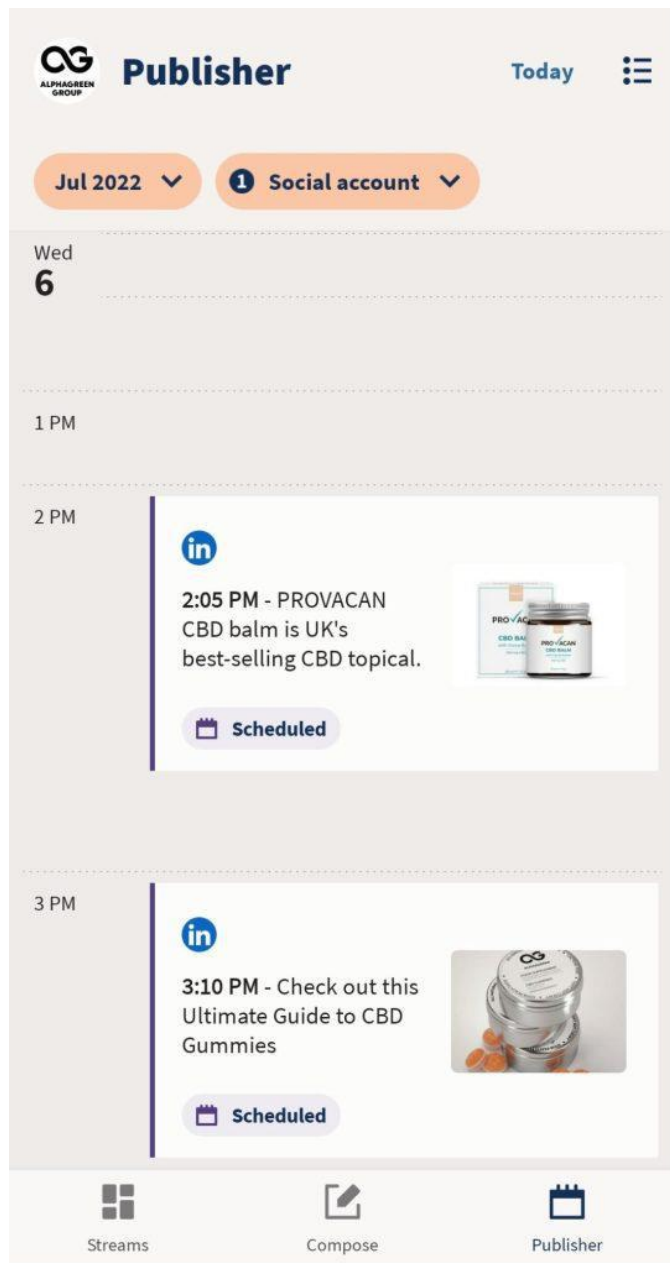
While Apple is very particular and rigorous about the apps it enables, a vast spectrum of SEO apps is accessible to iPhone users in order to help manage and promote their websites from anywhere in the world. We will dissect each of our favourite SEO apps for the iPhone shortly.

Why Is SEO For Mobile Phones Important?

Modern-day bloggers and webmasters are counting on devices that can help them fulfil various SEO activities anytime and anywhere. Thanks to the evolution of mobile technology, you can now create a content piece or track your site performance without being tied to your office desktop. So the next time you travel for work, there is no reason to carry around your laptop because you can do all the work from your smartphone as long as the right SEO apps are installed.

The Best SEO Apps For iPhone

After scouring the **App Store** and running some trial-and-error methodologies, we have come up with seven of the best website SEO iPhone apps for web admins and business owners.



Hootsuite

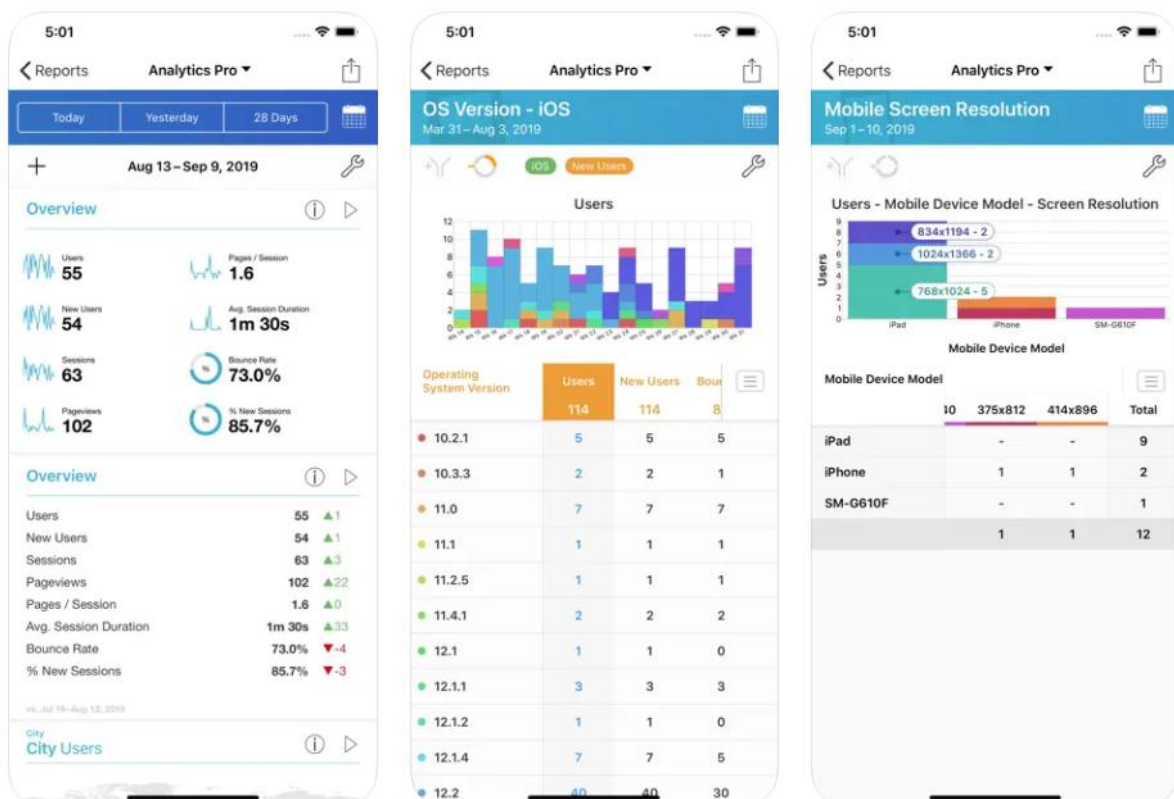
First on the list is a leader in **social media marketing (SMM)**. **Hootsuite** is a social media app that allows you to manage multiple social profiles on one extensive dashboard. From

scheduling posts to monitoring social engagement, this iOS app practically encircles every aspect of a social media manager's role.

Note: Social media does not directly affect SEO rankings, but vast content distribution across social networks helps improve brand exposure. Information can disperse very quickly through social media, making it an excellent place to get backlinks. So if someone finds value in the content you posted on social media, there is a possibility that they will share it with their friends and followers or use the link in their own blogs for other people to see.

Analytics Pro

Data plays a very important role in SEO. It helps you assess your SEO campaign and ensure it goes in the right direction. When it comes to monitoring this data, **Analytics Pro** can be your professional audit tool. It gives you real-time visualisation of essential ranking metrics, such as **page views**, **bounce rates**, **average session duration**, and more. You can save those data reports from **Google Analytics** to your dashboard so you can easily share them with your team members and clients. The Google Analytics app is free to download, but you can get more out of this SEO analysis app through the paid **Pro** version.



SEO Pro

This app can help you achieve almost any SEO-related task in just a few taps. Whether you need to find keywords for your content, check your site speed, or keep tabs on **Google PageRank**, you name it, **SEO Pro** can make that happen. The app comes with a free subscription package with limited feature availability. You can enjoy plenty of additional tools and SEO capabilities, such as comprehensive SEO analysis, **keyword research**, and savable data reports if you opt for the **Premium** version.

SEO Edge

You'll want to install **SEO Edge** on your iPhone if you need to keep track of multiple websites simultaneously. It serves the purpose of finding the most accurate keywords because it uses actual Google search results. Any updates in keyword rankings are colour-coded, so you can easily recognise the best keywords to use. What makes this SEO app stand out is its ability to track your competitors and export the keywords they use into a table-structured format. Unlocking its **Pro Pack** version allows real-time service for up to *five* iOS devices through iCloud data synchronisation, making SEO Edge the perfect app for sharing SEO performance data with clients and colleagues.

HubSpot

HubSpot is an all-in-one app that does not only help with SEO and analytics but also with social media management. With that, you can easily check and publish content across all your digital channels through your iPhone. These are just some of the many features this app provides to help increase productivity and run your business on the road.

WordPress

If travelling is a big part of your profession as a blogger, you'll understand the importance of having a **WordPress** app installed on your iPhone. This essential blogging instrument allows you to write, edit, and publish content right in the palm of your hand. The best thing about WordPress is that it offers various SEO **plugins** to let you accomplish extra tasks that involve designing a new page, uploading photos and videos, checking stats, and even responding to blog comments. So there should be no more excuses to leave your blog unattended while you're out there travelling to different places.

SE Ranking Pro

The **Pro** version of the **SE Ranking** app is among the best analytics apps for iPhone. It delivers up-to-date **site audits** and provides instructions on how to resolve potential errors that keep you from ranking highly. So if your goal is to enhance your website's overall performance, this one is a must-have app. While it's not free, you can enjoy a 14-day trial to discover unlimited features, from **on-page** audit to **backlink** monitoring and **keyword research**.

Get SEO Apps for iPhone

The App Store SEO and analytics app section offers an abundance of great choices. What we have here are just some of the most useful SEO apps for optimising and overseeing your website with the comfort of using your iPhone. Top SEO tools include Hootsuite, Analytics Pro, and SEO Edge.

Chapter Summary

- The iPhone is a series of high-end smartphones designed and introduced by Apple Inc. It works like a mini portable computer with extensive features and cloud computing capabilities.
- Due to its innovative functionality and configuration, the iPhone has evolved from an everyday smartphone to a powerful device for SEO and Internet marketing.
- From Hootsuite to SEO Pro, there's a wide variety of software applications you can download from the App Store and install on your device to help with your SEO efforts.

SECTION EIGHT: CONTENT

Chapter Twenty-Nine:

SEO Blog Article Writing Guide

This chapter provides a detailed guide for creating SEO-friendly blog content. This is an airtight guideline we use at NUOPTIMA and that copywriters can use for your business to create strong and optimised content to assist in your SEO efforts.

Please Note: At NUOPTIMA, our writers use tools including Ahrefs, Google Docs, and Grammarly, as reflected in this guide. While we explain how to use these tools effectively for SEO blog article writing, you may use other tools if you so wish. This chapter presents our own writing guide, so you may want to consider adapting it to better align with your individual business goals and requirements.

Topic

Please remember that when you are provided with a specific topic, it is not a suggestion. You should write an article on that exact topic. **Do NOT** choose a related topic and write your piece about it – you will likely be required to rewrite the article if you do this.

When you choose topics for the articles yourself, you need to make sure that they haven't been covered on the website already. To do this, open Google and type in:

'[phrase] site:[site name]'

There should be no space between 'site:' and '[site name]'. For example:

SEO tools site:nuoptima.com

Google will return all pages that have that phrase as results. It's best to enter short one to two-word phrases to account for variations in wording.

Formatting

Next, we outline how to format articles effectively and illustrate how this can be accomplished using the online word processor **Google Docs**.

1. All articles should be submitted as a **Google Drive** folder titled with the name of the website and the topic.

2. The folder should contain the Google Doc with the text and all images, which should be labelled in the order of their appearance in the article. The **cover image** should be named as such.
3. The Google Doc's access settings should be set to '**Allow everyone to edit**'.
4. The document with the text should use the standard Google Doc formatting (Arial font, 11 pt, 1.15 spacing).
5. Use built-in styles to define the title, H1, H2s, H3s, etc. (Don't manually increase the font size or use bold font).
6. It is recommended that you write your article in a Google Doc from the start, but if you want to use **Microsoft Word** instead, copy and paste the text into a Google Doc once you're done instead of uploading a **.docx file** (it can mess up browser extensions and makes the editing process more difficult).

Article Length

The target length of the article is generally calculated as the average length of top-ranking articles on the topic on Google. It's best to avoid writing articles that are too long.

Article Structure

Each article should have the following components:

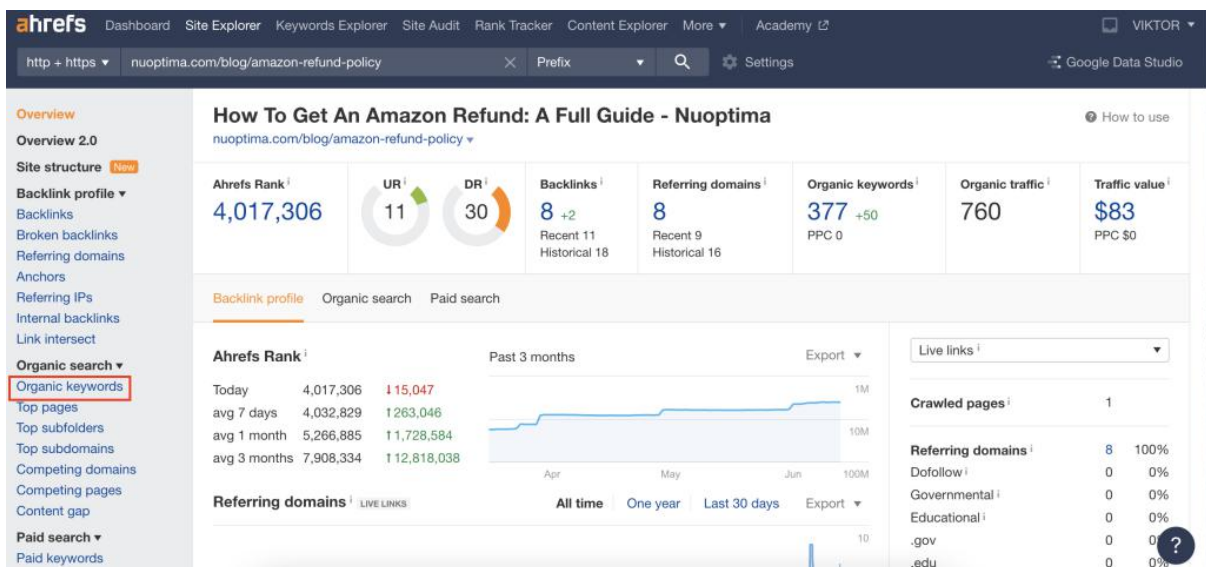
- A list of approximately 10 main keywords used in the article
- Slug
- Meta title
- Meta description
- H1
- Key points
- Body of the article with H2s, H3s, and so on
- Short conclusion, if necessary
- FAQs

- References
- Images and videos

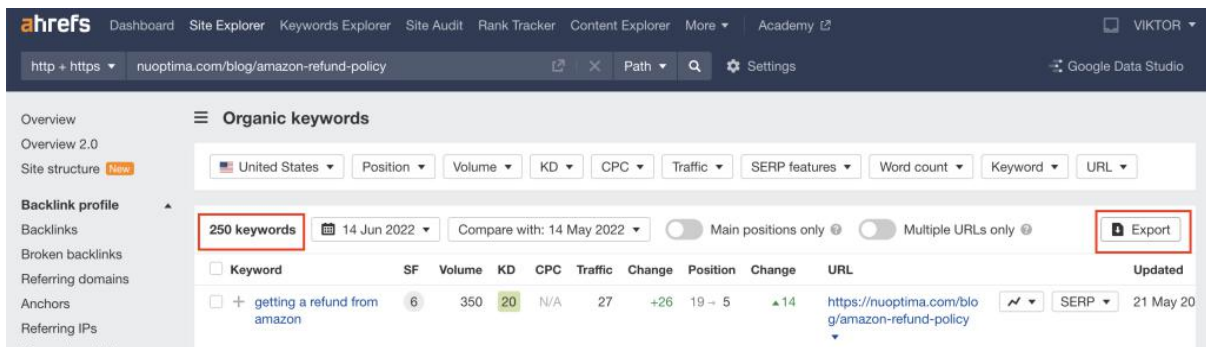
Keywords

Before starting to write an article, you need to look up the top-ranking pieces on the topic. They will be used as sources.

Next, you should choose one of those sources (usually the best-ranking article written on the exact topic you've been assigned) and enter its URL on **Ahrefs**. You can also test different articles, paying attention to the number of **organic keywords** (in the top panel where it says **377**, as seen in the example below). The more keywords a page has, the better. Avoid pages with *less than 50 keywords*.



On the '**Organic keywords**' page, you can change the country to the UK, but usually, that's not advisable as it will return fewer keywords. Next, press '**Export**' to download a file with keywords and use that list to choose keywords for meta tags, H2s, and the article in general. Include a list of at least 10 keywords the article includes at the beginning of the final document.



We use the **keyword clustering** method to create content, so the keywords you use in the articles (and include at the top of the document) should be highly topical. A keyword cluster is a group of keywords that target users with the same search or purchase intent. This is an effective technique because by getting your site to rank for your main keyword as well as its long-tail variations and similar themes, you can get your page to rank for up to 20 times the number of keywords and gain better traffic.

For example, if you are writing an article on ‘Why buy an EV in 2023?’, ‘electric vehicle’ will not be one of your focus keywords (but ‘reasons to buy an EV’ will be).

Please note: You should adjust keywords to avoid introducing grammatical mistakes in the article. For example, if the keyword is ‘best EV app UK’, you should change it to ‘best EV app in the UK’ or ‘best EV apps in the UK’.

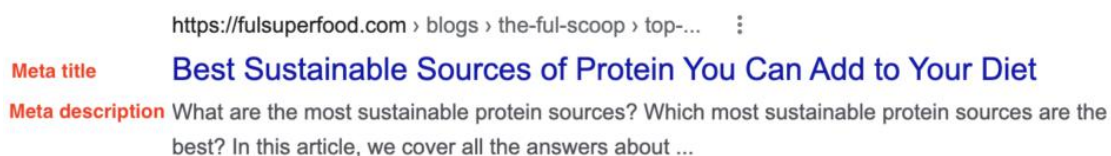
Slug

The **slug** is the part of a URL that goes after the website address. It should contain up to five words that convey the topic of the article. For example, in this URL:

‘https://nuoptima.com/amazon-fba-brokers’, the slug is ‘amazon-fba-brokers’.

Metatags (Meta Title and Meta Description)

The **meta title** and **meta description** are only displayed on search engine results page (SERPs).



The meta title should be up to **55-60 characters** long. It should be marked using the ‘**Title**’ style in Google Docs. It should be written around one long-tail keyword.

The meta description should be up to **150-160 characters**. It should be in *italics*. It should contain at least two different long-tail keywords (more is better).

- You have to write metatags around keywords from Ahrefs (or whichever SEO keyword research tool you use). **Do NOT** just come up with what you think will rank on Google.
- You don’t necessarily need to use questions in the description, but you have to include **long-tail keywords**.
- Always include a **call to action (CTA)** in the description.

Meta Description Examples:

Example Article Topic One: How to start a business on Amazon?

Bad meta description: *Do you want to start your own online business? Do you think selling on Amazon is a good idea? This article explains how to start a business on Amazon.*

Good meta description: *How to start selling on Amazon? How to become an Amazon seller? Discover how to start a business on Amazon in this article.*

Please Note: The bad meta description shows mistakes made by 95% of copywriters. While the description seems relevant at first glance, it contains only one long-tail keyword in the last sentence. It also doesn’t have a CTA. The second description is much better for SEO because it contains three long-tail keywords.

Example Article Topic Two: How to prevent weight gain during menopause

Bad meta description: *Have you gained weight during menopause? Want some advice on how to lose menopause weight? Here’s what you need to do.*

Good meta description: *How to avoid weight gain during menopause? How to stop putting on weight during menopause? Find tips here.*

Example Article Topic Three: Vitamin C in skincare

Bad meta description: *Vitamin C is an antioxidant nutrient that improves skin tone, reduces signs of ageing, and eliminates dark under-eye circles.*

Good meta description: *Is vitamin C good for your skin? What does vitamin C do to your face? How to use vitamin C on the skin? Read this article and find out more.*

Please note: Please check the length of the meta title and meta description **every time** and make sure that the description contains at least two different long-tail keywords (more is better). Please take an extra minute or two to get these right. This is by far the most frequent issue for editors.

Top Tip: To check the number of characters, highlight the title or description in Google Docs and go to **'Tools' > 'Word count'**.

H1

This is the title of the article that will appear on the page. The **H1** should also be written around a long-tail keyword. It should be different from the meta title.

Key Points

Each article should start with a summary that more or less answers the reader's question right away. The goal of the summary is to keep the person on your page and prevent them from leaving to read other articles in search results. Your website should be the endpoint of their search – if the person sees a long article without an obvious solution to the reader's problem, he or she will leave.

This section should consist of three to six **key points** and be one to two sentences each. The key points should convey the main ideas in the article.

Body of the Article

Each article should be well-structured and have a logical flow to it. At the same time, it should still be different from the source articles, so you need to be careful and make sure that your piece doesn't end up having the exact same structure as other articles on the topic.

Each article should be structured using **H2s**, **H3s**, and even **H4s**, if necessary. The headings should include individual keywords or even long-tail keywords, if possible. *Avoid using unnecessary words such as 'Tip One'. You can replace these with numbers.*

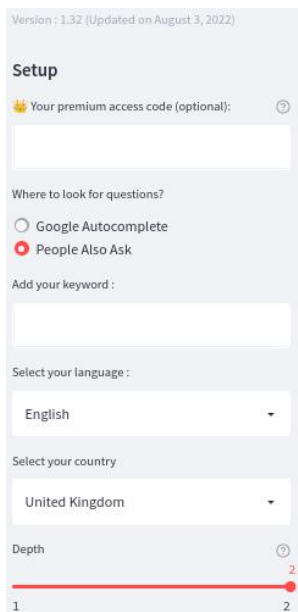
Short Conclusion

In some cases, it's good to include a short **conclusion** to reiterate the main idea of the article and once again remind the reader of the business products or services. However, keep this section brief, as we already have a key points section that acts as a summary.

FAQs

Find three to seven questions relevant to the topic from Google's '**People also ask**' section and write **one to three-sentence answers** to them. Avoid making the answers too long. These answers may repeat the information already provided in the article. We include these questions in the hopes that Google chooses to show our answers in the 'People also ask' section, which will draw more traffic to the article. Thus, it's especially useful to find questions that don't have a very good or precise answer and provide a better one in your article.

You can use the **ASKEY** service at: <https://tools.alekseo.com/askey.html> to find questions (choose '**People Also Ask**', '**English**' language, '**United Kingdom**', '**Depth 2**'). We illustrate this in the image below.



Version : 1.32 (Updated on August 3, 2022)

Setup

🔑 Your premium access code (optional):

Where to look for questions?

Google Autocomplete

People Also Ask

Add your keyword :

Select your language :

English

Select your country

United Kingdom

Depth

1 2

ASKEY - Real-time Questions Research Tool

Perhaps the easiest and fastest way to retrieve user questions from **Google Suggests** and **People Also Ask**.

In average an operation with the selected configuration takes 9.6 seconds.

Or you can enter the topic of your article in Google search, scroll down to the 'People also ask' section, open and close different questions a few times to get more options, and choose from those questions.

Please Note: Don't try to come up with questions yourself – use the wording provided by Google. The questions should be related to the **topic** of the article and not just the field in general.

Images

Each article should have one cover image (landscape orientation), which will be displayed at the top of the page, and at least three more images in the text. Ideally, images should add value to the article. It is better to add useful **infographics** or illustrations to the text rather than simply filling it with useless stock images.

However, if this is not possible, you can use images your business pays for (such as from **iStock**) or public domain images (from free stock image websites like **Unsplash** and **Pixabay**) in the articles. When choosing images, make sure that they are indeed free to use before including them in the article, as some stock websites feature images with different licences.

Do not use anything else (images you've found on Google, screenshots, etc.). One exception is logos if you're writing about a company or software. In those cases, you can get logos from company websites.

All images should be in standard image formats like **.jpg** and **.png** when you upload them into Google Drive folders (**no PDFs**).

Once you have all the images, put them in their intended locations in the Google Doc. Once your article is ready, create a **Google Folder**, title it with your business name and article topic, and add the Google Doc with the article and all image files to it. Images should be labelled in the order of their appearance in the article, and the cover image should be named as such.

Videos

Try to find a video on **YouTube** that suits the topic of the article you're writing and include a link somewhere in the article. But only choose videos posted on channels that **don't compete** with your business. For example, for NUOPTIMA, videos from the official Amazon YouTube channel, Ahrefs, Semrush, etc., are okay to include. However, videos from companies that provide Amazon consulting or SEO services are NOT okay.

You probably won't be able to find a suitable video for each article but at least try.

Links (References)

The only links that should be present in the body of the article are internal links to other pages of the business you're writing the article for.

Links to different services like Ahrefs, Google Search Console, etc., are not necessary. Just naming the service is enough.

When you want to reference a study (if the article uses information backed up by scientific research) or, for example, a statistic, write out the reference instead of putting a link to it in the article.

Here are some examples:

- *A study conducted by a research team from Harvard University in 2020 has shown that...*
- *In 2015, a team of researchers led by A. Brown, PhD. showed that...*
- *A 2020 poll conducted by GlassDoor showed that 60% of people prefer to work from home.*

In addition to this, please include a list of **resources** you used to write the article at the end of each document.

Grammarly

If you use Grammarly, you should always use **Grammarly Premium** when writing and editing your article. There are two ways to use Grammarly – the browser extension and its website. You should always double-check all articles on the website because the extension often fails to check some sections of the text or misses some errors, but they always show up when you use the website.

Grammarly is fallible, so you should always evaluate the suggestions it gives you, as they are often wrong.

What Information to Include in the Article

The goal is to write a better article than the ones that already exist on the same topic. Simply taking an existing article and rewriting it is not going to make your article rank well, as Google will be able to detect what you did.

Instead, you want to create a page that gives the reader the most complete information on the topic. Before writing an article, take a second to think about what the reader may want to know.

For example, if the article talks about a certain medication for dogs, the reader may be looking for information about the drug's uses and effects. However, they also probably want to know the dosage instructions, side effects, drug interactions, alternatives to the drug, etc. You don't want the reader to leave your page and go back to search for more info on Google (this will result in lower rankings). Thus, it is your job to provide them with the most complete information possible.

Here's another way to look at this: if you find two sources on the same topic as your article, and the first source contains information **A+B** and the second source has information **B+C**, your article needs to have information **A+B+C**. If it has more complete information, there's a good chance that your article will achieve higher Google rankings than the first two.

Optics

You should always keep in mind the business you write for and what they sell when writing the article. This is important to avoid accidentally writing something unflattering or harmful to the product or brand. For example, let's say the company sells social media likes and followers. In this case, a copywriter should not say that buying them can hurt social media profiles in SEO articles.

You should also take a moment to think about how the topic of the article relates to the products and services and make that connection in the article. You should also reference the product or service at least one to three times throughout the article where such references are relevant.

Things to Keep in Mind

- Please set Google Docs access to '**Allow everyone to edit**' before you submit your tasks.
- It is important that you know which sort of language to use when writing an article and keep it consistent (**British English** or **American English**, for example). Please ask your supervisor if you're not sure which one to use or if they haven't provided this information to you.

- There are no specific guidelines regarding keyword frequency. However, it's crucial to use long-tail keywords when creating the meta title, meta description, H1, and H2s. You should also try to use **keywords** in the text of the article where applicable.
- You can use **quotes** to highlight the main points. Highlighting key thoughts in the text using a different style will help readers perceive the article better.
- Avoid **plagiarism**. This should go without saying, but you should be extra careful to avoid plagiarism and self-plagiarism. Even if the same thought is repeated in different articles, it needs to be phrased differently. Simply substituting words for synonyms is not enough.
- Maintain a **logical flow** to the article. Make sure that you don't repeat the same points over and over and don't write things that contradict each other.

A Comprehensive Writing Guide is Key

There are many factors to consider when setting about writing SEO-friendly blog articles. Therefore, it is recommended that copywriters are provided with a detailed guide on what should be included. Use the guideline in this chapter to help shape your own template and improve the SEO of your written content.

Chapter Summary

- It is important that a thorough guideline is provided to copywriters in a business so that they can ensure written content is SEO-friendly and helps (and does not hinder) your overall SEO campaign.
- Numerous factors should be addressed in a writing guide, including metatags, keywords, article length, and formatting.
- Use this chapter to create a comprehensive writing guide for your copywriters.

SECTION NINE: HOW TO GET SEO

Chapter Thirty:

In-House vs Freelance vs SEO Agency

Which is Better for Your Business?

As explained throughout this book, search engine optimisation (SEO) is crucial to growing an online business. By optimising your website for search engines like Google, your webpages climb higher in search results, increase organic traffic, and establish your online presence. A good SEO strategy also simplifies lead generation and increases return on investment (ROI). However, SEO is ever-changing; from algorithm rules to best practices, it is hard to stay up to date, not to mention time-consuming and difficult to get right. This chapter explores the long-standing debate over which is better, an SEO agency, a freelancer, or an in-house consultant.

WHAT TO LOOK FOR IN A SEO PROFESSIONAL?

1 EXPERTISE
Do they have previous success growing websites with SEO? Do they need additional training?

3 EXPENSE
Consider your budget and be realistic about what SEO services cost. Understand what you are paying for and the extent of work needed.

2 EFFICIENCY
SEO is a long-term strategy. If you want results quickly, the most efficient way to grow is by outsourcing to an agency.

READ MORE AT www.nuoptima.com

What to Look for in an SEO Professional

No matter which option you choose, there are a few key things to look for in an SEO professional to ensure they suit your business objectives.

- **Expertise:** First and foremost, you must consider if they have the right **experience**. Do they have evidence of working with other brands in your niche or previous success growing websites with SEO? Do they need additional training to meet your requirements? What aspects of SEO do they understand, and is it enough to achieve your goals?
- **Efficiency:** The time it takes to see results will vary. The nature of SEO is that it takes time to implement – it is a long-term strategy to boost organic rankings and traffic to your site. However, if you want results quickly, the most **efficient** way to grow is by outsourcing to experts. With teams of specialists working together, it's easier to meet your targets. An in-house team may not have the same background experience; therefore, it could take months (if not longer) of trial and error before you establish a suitable strategy and complete all the necessary tasks.
- **Expense:** Consider your **budget** and be realistic about what SEO services cost. Some businesses are disappointed in their experience with an SEO professional because they didn't understand what they were paying for or the extent of work that needed doing.

Keep in mind that while you're assessing which option is best, it's essential to manage your expectations. You must decide what you want from this investment and clearly understand what it takes to do SEO properly. In the next chapter, we delve further and give top tips on how to find an excellent SEO expert for your company.

In-House SEO vs SEO Freelancer vs SEO Agency: Which is Right for You?

In-House SEO Specialist

An **in-house specialist** is simply an employee within your company who manages your SEO efforts. Depending on the size of your business, some will have an entire in-house team, while others, like startups, may only have one specialist.

Pros

- **Brand knowledge:** An employee in-house will undoubtedly have greater knowledge of your brand. As they work very closely with the business every day, they experience the culture and have a deeper understanding of the company's values than an agency or freelancer. Therefore, an SEO manager will better understand your brand's needs and adapt the marketing strategy with that in mind.
- **Form a closer relationship with the team:** As your in-house consultant works with you daily, you form a closer relationship with them (or the wider group). You may see an improvement in communication and find it easier to navigate potential problems as your employees work collaboratively.
- **Focused work:** Unlike outsourcing SEO services, an in-house employee or team only works on your business growth because they aren't juggling multiple clients. This way, you know the team is focused solely on your projects and prioritises your development.

Cons

- **Knowledge Gaps:** Although an in-house team may have a deeper focus and understanding of your brand, they may have knowledge gaps. Effective SEO implementation takes a considerable amount of time and consists of various components, including content creation, technical fixes, link-building, and more. For small businesses and startups, it's common to have knowledge gaps in-house because it takes diverse expertise to carry out all the necessary optimisation tasks. You may need to train employees or consider hiring more people; however, this can be very costly and take time to establish the right team.
- **Hard to find and keep talent:** It can be hard to keep an employee for a long time as there may be little career progression in an in-house role. Many SEO professionals prefer to work in an agency because it gives them an abundance of experience on different projects. For this reason, you may find it hard to sustain a team long-term, increasing turnover costs and time spent hiring new talent.

SEO Freelancer

An **SEO freelancer** is an individual hired on a contractual basis. They may assist businesses on a per-project basis or as a retainer package. Below we look into the pros and cons of investing in an SEO freelancer.

Pros

- **Affordable pricing:** Freelancers tend to charge less than an agency because they have fewer outgoing expenses. Of the three options, they are the most affordable.
- **Flexibility:** As they only have to manage their own schedule, freelancers are typically more flexible with their availability compared to a busy agency or an in-house team who follow standardised hours. For this reason, work tends to get completed quicker, and business owners have more involvement with the project if they wish.
- **Communication:** Businesses only need to discuss the work with one person, making communicating business needs easier. Although an agency typically assigns an account manager to each client, when you communicate with a freelancer, you talk directly to the person carrying out the work. With that in mind, it may be easier to discuss your expectations from the project and any problems that arise.

Cons

- **Not all freelancers are the same:** Every freelancer will have a different way of working. Some prefer to be given instructions on a project and use their expertise to complete the work. On the other hand, other SEO freelancers may develop marketing strategies and curate ideas. However, not all freelancers are the same, and it's essential to vet a freelancer like you would a potential employee. You need to ensure they have the right resources and expertise to meet your requirements. For this reason, hiring a freelancer can be time-consuming, and they may not have the expertise you need.
- **May not be suitable for the long term:** Most freelancers work on a per-project basis or offer retainer packages. While they may be great at completing projects quickly or carrying out smaller tasks, an SEO freelancer may not have the skill, time, or resources to offer entire SEO management. Therefore, it might be harder to see significant growth by hiring an individual.



SEO Agency

An **SEO agency** is a team of professionals, including SEO consultants, writers, social media marketers, technical members, pay-per-click (PPC) experts, and more. An agency can offer a vast range of services depending on your needs, including a full-stack SEO package to scale your brand. They may carry out various tasks such as link building, content writing, social media marketing (SMM), and technical SEO (including essential mobile optimisations). All of these tasks have been covered in detail throughout this book. Below we have outlined the pros and cons of hiring an SEO agency.

Pros

- Unmatched expertise:** When you work with a digital marketing agency, you gain access to their entire team. This includes their content specialists, SEO experts, social media marketers, and technical teams. Your business benefits from their collective experience, which is reflected in the results. With so many people dedicated to your goals, you will likely see significant results in less time.

- **Reporting and analysis:** If you or your team is unfamiliar with analysing data, you could be missing out on a huge growth opportunity. An agency has the resources and skills to deliver regular updates about your site's performance. They have the expertise to interpret the data and determine the best steps to improve your SEO or solve potential problems.
- **Teamwork and strategy:** Hiring an agency provides access to multiple teams of experts in different fields. Not only is this cheaper than hiring or training an in-house team, but it improves SEO optimisation. An excellent strategy considers how multiple aspects of SEO work together to boost the performance of your site. Thanks to their professional teamwork, an agency may take a holistic approach to implement an effective SEO strategy. Put simply, it is too much for one person to do.
- **An SEO agency can adapt to your goals:** An agency is equipped with the skills, experience, and resources to adapt to your unique needs. For instance, the requirements of a business blog versus an e-commerce website will differ.
- **Staying up to date with industry changes:** In the world of digital, everything is constantly changing. Back in 2019, Google began to roll out its new mobile-first algorithm prioritising the growing number of mobile users. This was a huge deal for businesses that hadn't optimised their mobile site or implemented technical SEO. Likewise, in the December 2020 update, the search engine giant updated the way they ranked 'YMYL' (Your Money Your Life) pages affecting various businesses across health and wellness, finance, legal sectors, and more. An agency has the capacity to pivot as these changes occur by using its expertise and resources to navigate these difficult times.
- **Easier to scale:** If you're ready to scale your business, an agency is prepared to support you because they already have the resources, experience, and necessary processes to manage growing brands. While it's possible to scale in-house, you must have an appropriate size team, proper procedures, and skills to support the company's impending growth. Unfortunately, building out your team is time-consuming and costly. With an agency, they are ready to adjust and modify the strategy to suit your changing objectives and expansion.

Cons

- **Expenses:** While an agency is more cost-effective compared to an in-house team, they are, of course, more expensive than an SEO freelancer. Consequently, if your

business wants to outsource SEO services, it's vital to consider what you can genuinely afford. SEO is an investment, and to increase your ROI, an agency is more experienced and better equipped to deliver significant results. They may be a better investment than an in-house team that lacks the experience of growing multiple brands.

- **Understanding your brand:** Compared to an in-house team, an agency may not understand the ins and outs of your brand as well. That said, any agency worth its salt will do its best to learn your values, understand your business objectives, and work with you to curate an appropriate, effective growth strategy.

Can Outsourcing SEO Services Benefit Your Business?

The endless debate on whether you should train an in-house team or hire outside your company remains.

There is no right or wrong answer to this, but it's essential to choose the one that fits your business best. Now we have gone over the pros and cons of an in-house marketing team, freelancer, and agency, let's recap the main points to decide if outsourcing SEO is right for you.

- *Saves time:* Do you have time to train your internal team, and if so will it be sufficient to create the marketing talent you need? It can take a long time to train someone to a proficient level, thus holding you back from making progress. Moreover, it's worth considering if you have the time to dedicate to SEO. If the answer is no, outsourcing will support your business without adding extra tasks to your plate.
- *Access to a unique experience:* SEO is fundamental to digital marketing; without it, your business will struggle to keep up with the vast competition. Outsourcing gives you access to a professional with previous experience growing brands like yours, and they are already equipped with knowledge, tactics, and strategies to get started. Investing in an agency will give you access to this unmatched experience level.
- *Access to resources:* The right resources go far in the success of your SEO efforts. For instance, **keyword research** is a significant part of any strategy, but you need the right tools and software to do thorough SEO research. Access to resources is a huge reason to outsource your services, as it saves you money on essential tools. Furthermore, agencies understand how to use specialistic software and utilise it to

the fullest. Consequently, you don't have to learn the complexities of SEO tools, saving you time and money.

Evaluate the Best Option for Your Business

There are clear advantages to all three options, but the right one for you depends on the needs of the business. It's essential first to assess your expectations, budget, and goals for the future. Consider if you want to expand down the line and what, if any, resources you already have access to in-house. This will help you determine what level of assistance you need. For instance, if you have an excellent SEO strategist in-house, you may need some hands-on practical assistance from an SEO copywriter or link building expert. Your business may benefit from outsourcing the work for these types of services. In-house talent is the most expensive option, and so, as it stands, an SEO agency may be the best investment if you're serious about growing your business. That said, every business differs, and it's important to consider what suits you best.

Chapter Summary

- SEO is vital to establish an online presence, simplifying lead generation, and increasing organic traffic. When looking for the right professional for your company, it's necessary to assess expertise, efficiency, and expenses.
- In-house SEO consultants may better understand your brand; however, it takes a lot of time to establish a full team with the necessary skill. This is the most costly option, especially as you account for employee turnover.
- Outsourcing is an attractive option for businesses hoping to save time on marketing and gain access to an experience. As it stands, freelancers are the most affordable option, but they may not have the capacity to grow your business in the same way an agency can. An agency has vast experience developing brands thanks to its teams of industry experts. They also have the capability to adapt to updates and changing business goals.
- It's essential to get clear on what you want from SEO services, your budget, and your expectations from the engagement.

Chapter Thirty-One:

How to Find an Excellent SEO Expert

In the previous chapter, we compared in-house SEO, freelance SEO, and SEO agencies. But how do you go about actually finding a reputable SEO expert to ensure you get high-quality, efficient SEO services? This chapter includes benefits to hiring SEO experts, including agencies and freelancers, and our best tips on how to choose a trustworthy SEO consultant.

Why Do I Need An SEO Freelancer or Agency?

If you have never worked with an SEO freelancer or agency, you might not immediately see the need to hire an expert to help with your SEO efforts. However, it is crucial to understand that undertaking search engine optimisation alone, especially if you are new to the process, is extremely difficult to conduct efficiently. One person cannot do SEO alone, particularly if they have a limited SEO background and other business responsibilities. It is not easy, and the statistics demonstrate this. Over 90% of the webpages in the **Ahrefs** database get zero traffic from Google. This is especially significant if you consider that the database on Ahrefs only includes pages that successfully meet its criteria and consequently doesn't account for billions of low-quality pages. Essentially, it is highly challenging to get good traffic on search engines. It is also highly likely that your competitors are using SEO services for assistance.

Below are some of the SEO results you can expect to witness if you hire a qualified SEO agency or freelancer:

- Improved rankings
- Increased traffic to your website
- Increased brand awareness
- Higher conversion rates and sales
- Increased brand credibility
- Improved website performance and user experience
- Improved aspects of your website, such as overall speed and mobile-friendliness

- It gives you an advantage over the competition.

How to Choose a Trustworthy SEO Freelancer or Agency

When choosing the right SEO services for your business, it is important to do your research. Below we offer five tips to help you find an excellent SEO freelancer or agency.



Tip One: Look at Past Performance

Past performance is essential to your considerations. Indeed, it is debatably the most critical factor when making a choice. While an SEO service may seem like the perfect fit on paper, it is important to do your research to ensure this is the case. Truly successful SEO experts will have verifiable and proven results available for potential clients to consider. You can analyse past performance through:

- Portfolio examples
- Industry awards
- Case studies
- Client testimonials

You can ask the freelancer or agency for examples of sites they have optimised and any keyword rankings they have assisted these websites in achieving. It is best to look for

current examples that display encouraging progress. When requesting case studies, it is also sensible that you ask for those with a similar primary strategic goal to your business.

During this process, you should also note what the SEO expert presents to you as a demonstration of past performance. If they talk about rankings but fail to touch on actual sales and conversions, they may not have the complete picture in mind. Key SEO performance factors are rankings and traffic, but ultimately, it is **increased conversions** (whether it's leads or sales) that should be your main aim. While client confidentiality may stop you from seeing actual sales data, the SEO service should at least be able to share percentage growth.

By following this top tip, you will have actual proof of past performance and can go into a consultation with the confidence that they are a good SEO option for realising your goals and growing your business.

Top Tip: Hire an SEO service provider that monitors SEO performance and provides you with reports to help you better understand the impact of your investment and potential ROI.

Tip Two: Word of Mouth

To find the perfect SEO service, do not just enter a Google search. Rather, go by **word of mouth**. For instance, you should not pick an SEO company judged on how well they rank on search engines, as the best agencies are too busy optimising clients' websites to spend time on their own. The very best agencies will generally have many long-term clients who have referred people within their professional circle to the same service.

It is also prudent to be wary of listicles. The SEO services on that list will often have paid for their spot.

The best way to find a good SEO expert is the traditional way, through word of mouth. Rather than relying on search engines, ask people within your professional circle who they would recommend. It is also a good idea to ask other companies within your industry as the service they recommend will already have experience in your field. Of course, **do not ask direct competitors**.

Another way to connect with previous or current clients is to read in-depth interviews and testimonials to gain insight into the client experience. This way, you can educate yourself about the SEO freelancer or agency's strengths and weaknesses and preview the strategy and reporting process. To vet an SEO expert, you should look to get into contact with **three to five current clients** and see what their experience was like. This allows you to get a

third-party view before committing to a partnership. Good questions to ask previous or current clients include:

- How quickly do they return emails or phone calls?
- How much time do clients need to put aside to review reports and strategy decisions?
- Do clients get a dedicated point-of-contact or numerous ones?

Tip Three: Meet with Potential SEO Consultants

It is highly encouraged to **meet with a potential SEO service**, whether you are considering an individual freelancer or an agency. You will definitely want to meet them before you sign anything, as it allows you to get a feel for the person or people involved. This tip can be done **in person or online**, but this meeting should help determine if they are the right option for your business. When you meet, ensure you prepare a list of questions. Below are a few examples of questions to include:

- What is your experience within our company's industry?
- What are the costs of your SEO services?
- When should we expect to witness results?

Discussing various questions with your company and team leaders is a good idea. This way, you can get a diverse range of questions to include when you meet face-to-face. For instance, this could consist of queries regarding strategy, reporting, ROI, and pricing.

Remember, when you hire an SEO expert, you are choosing an extended partner in your business. It is essential that you like them. Therefore, you must select an SEO professional eager to relate to and understand you, your business model, and your goals.

Tip Four: Consider the Budget of Your Company

The **budget** is an imperative factor (especially when choosing an SEO agency). Depending on what SEO company you choose, SEO services can cost a substantial amount of money. Ensure that you have the funds to support your SEO campaign in the long term. If you are considering an agency, ask them about the SEO packages that fall into your budget.

Although, bear in mind that there are risks associated with low-cost agencies. If they fail to follow the proper Google guidelines, it can damage your brand's reputation or even incur Google **penalties** on your website.

Tip Five: Watch Out for SEO Guarantees

If an SEO freelancer or agency **guarantees** a specific outcome, this can be a huge **red flag**. There is no way to predict website SERPS with total accuracy. An expert might have a good idea of how to produce fantastic results, but Google's algorithms are changing all the time. There is no exact way to determine where your website will rank post-optimisation. Consequently, experience and how long they have been in business are determining factors of how effective an SEO professional's strategies are.

Mistakes to Avoid when Looking for an SEO Expert

Now we have listed five tips for finding the right SEO expert for you, below are three mistakes that are commonly made by companies when choosing SEO services.

Mistake One: Choosing a Black Hat SEO Consultant

It is essential to understand that SEO does not deliver instantaneous results, and it usually takes several months before a return can be witnessed. This can be frustrating, leading some consultants to fall on **black hat** strategies. As mentioned in Chapter Eight, black hat SEO is an ineffective and unethical long-term SEO strategy used to rank in search results fast, but you will fall from the first page quickly. Moreover, Google can even ban your site from appearing in its search results ever again, meaning people cannot find your business on the world's largest search engine. This is why you should focus your attention on established, **white hat** SEO professionals. White hat experts use ethical tactics and best practices to help your company rank well.

Top Tip: Always beware of hidden costs for additional services, such as link building. A reputable SEO service provider should be transparent about their pricing.

Mistake Two: Choosing a Cheap SEO Agency

As mentioned before, there are risks associated with **low-cost agencies**. Prices are important regarding SEO services. Low-cost SEO agencies often underdeliver or fail to communicate with you. It is crucial that you understand SEO service costs, set a realistic budget, and find a company within that budget. Educate your business about SEO pricing. Generally speaking, companies spend around £1,000 per month on SEO services, though this number can vary depending on factors such as strategy and company size.

Remember: A black hat SEO service provider is often cheap and vice versa. A cheap SEO service provider often uses black hat techniques.

Mistake Three: Only Browsing Local SEO Services

Being able to work with a local SEO professional is a nice bonus. But, **location** should not be a primary factor when looking for an SEO expert. Instead, you should prioritise experience, performance, and client experience, as that will affect the quality of service much more. Also, looking within a small area can hinder your company from getting the results you seek, as they may not be the best, most-experienced option. This could mean less revenue and fewer sales and leads. Even if you select an SEO service that is not local, there are ways around this potential issue. For example, they may travel to meet you on occasion. Plus, they can use phone calls or video conferences to communicate with you.

Choose the Best SEO Expert Using These Tactics

When choosing the right SEO freelancer or agency for your website, you should do your research and follow our top tips. These include looking at the past performance of an SEO agency, asking previous and current clients about their experience, and visiting the SEO service online or in person. There are also mistakes to avoid, including hiring black hat services, selecting a cheap agency, and only considering local SEO consultants. Bear these points in mind when researching the best fit for your business.

Chapter Summary

- It is highly recommended that you hire an SEO freelancer or agency, as search engine optimisation is extremely difficult to conduct efficiently, especially if you do not have much prior experience. By hiring an SEO service, you get the energy, time, and skills of SEO specialists.
- Top tips for finding a good SEO freelancer or agency include looking at past performance, asking previous or current clients about their experience, and visiting the SEO agency online or in person.
- Mistakes to avoid include choosing black hat services, cheap agencies, and only browsing local SEO services.

Chapter Thirty-Two:

How Much Do SEO Services Cost?

Now that we have explored the various SEO services available as well as how to find an excellent SEO specialist, this chapter explains the complexity of SEO pricing, what is included, and why you should consider NUOPTIMA as your SEO expert.

What Do SEO Services Include?
www.nuoptima.com

01 BACKGROUND RESEARCH
Helps service providers adapt the strategy to their client's goals.

02 KEYWORD RESEARCH
Identifies which keywords your site already ranks for, which ones need improvement, and new keywords to increase your site's topical authority.

03 COMPETITOR RESEARCH
Alongside keyword research, some service providers will also conduct competitor research to understand what keywords you can target to fight off competition.

04 TECHNICAL SEO
This may include making your content accessible to mobile users and improving site speed. An SEO professional will conduct a technical audit to assess what SEO fixes need doing and discuss the best method for implementing them.

05 CONTENT CREATION AND OPTIMISATION
Many service providers will identify keywords, curate a content plan, write and, sometimes, upload content to your site.

06 LINK BUILDING
The best backlinks come from high-quality, reputable sources in your niche.

07 ANALYTICS AND REPORTING
The best SEO providers will brief you on your site's progress, what changes they are making, and their predictions for the coming months.

Despite SEO being crucial to the success of many online businesses, only half of small businesses claim to invest in SEO services, whereas 18% don't plan to implement SEO in the foreseeable future. Without a consistent digital marketing strategy, your website will get lost in billions of Google searches, miss out on significant traffic, and drastically reduce your chances of generating revenue through your website. Therefore, the importance of investing in SEO services cannot be understated.

Are SEO Services Expensive?

If you're new to the world of SEO, the cost of SEO services may surprise you. However, it's important to understand that the price is relative and depends on some **key aspects**.

Here are a few factors that may affect how much SEO services cost:

- Pricing model
- Type of service provider (freelancer vs SEO agency)
- Service provider's experience and reputation (i.e. they are known for using the best practices and producing excellent results)
- Service provider's location
- The size of the client's business
- The services the client requires (i.e. ongoing SEO or individual projects).

SEO is an investment, and when you invest in a high-quality service with SEO experts, you will maximise your ROI over time. As we have explained, an SEO professional can help you stay on top of updates, monitor the health of your site, and fix any issues that arise to ensure your website is always running at its best. However, even if you stop SEO efforts and don't pay for SEO services anymore, your website will continue to rank high in search results because it is set up in a way that search engines favour.

There are incredibly cheap services that may offer fast results, but they are likely using poor techniques that will damage your site's health in the long run (black hat SEO). On the other hand, there is **no standard pricing** across this sector; therefore, some SEO services overcharge simply because they can. Instead, it's about finding the right option for you and assessing if the ROI is worth it for your business, alongside the brand awareness, visibility, and longevity of the SEO service.

What Do SEO Services Include?

Search engines consider numerous factors when deciding how to rank a website. Google, for instance, favours websites that it deems trustworthy, authoritative, and relevant. Knowing the ranking criteria is fundamental to understanding how to implement SEO tactics. Below are some services an SEO professional may offer to improve how Google ranks your

website. Many of these will be familiar as they have been covered in great detail throughout this book:

- **Background research:** This is when they take the time to understand a business, its goals, current website performance, and more. This research helps SEO service providers adapt the strategy to their client's goals.
- **Keyword research:** SEO experts use specialist tools and expertise to identify keywords your site already ranks for, which ones need improvement, and new keywords to increase your site's **topical authority**. An SEO expert is also more equipped to help your site rank for high-competition keywords.
- **Competitor research:** Alongside keyword research, some service providers will also conduct competitor research to understand what keywords you can target to fight off competition.
- **Technical SEO:** The architecture of your site is an essential ranking factor; this may include making your content accessible to mobile users and improving site speed. An SEO professional will conduct a technical audit to assess what SEO fixes need doing and discuss the best method for implementing them. We presented an example of a technical audit checklist in Chapter Ten.
- **Content creation and optimisation:** To gain topical authority, written content is essential to targeting relevant keywords in your niche. Many service providers will identify keywords, curate a content plan, write and, sometimes, upload content to your site.
- **Link building:** Backlinks are crucial to any SEO strategy because it signals to Google your site is authoritative. However, the best backlinks come from high-quality, reputable sources in your niche. SEO specialists can effectively acquire the best backlinks from the highest-quality domains.
- **Analytics and reporting:** This is an essential part of any SEO service because it highlights the progress of your investment. The best SEO experts will brief you on your site's progress, what changes they are making, and their predictions for the coming months.

How Much Do SEO Services Cost in 2023?

The term 'SEO services' refers to a whole spectrum of opportunities. Individuals may attempt SEO independently, learning as they go and implementing smaller, more manageable tasks. For most businesses, the DIY option isn't feasible. Despite being less expensive, you will waste a lot of time and energy trying to learn SEO basics but not producing significant results.

If you're considering investing in SEO services, it's essential to know your options and ensure you're getting good value for money. The two outsourcing options to consider, as previously mentioned, are an SEO freelancer or an SEO agency.

SEO Pricing Models

Below are various SEO pricing models to consider:

- **Per hour** – Paying by the hour for SEO services is usually favoured by freelancers or contractors. The fees are based on how many hours the person works on a project, and you should request a breakdown of completed work. This option may suit smaller businesses or individuals who want help with small, individual tasks like content creation or link building. The average hourly rate could range from **£75 – £200 per hour**.
- **Per month** – This is a common option if you invest in SEO services with a larger company or agency. Businesses pay a fixed price to retain their services every month. While some packages may offer specific SEO services, others might allow for customisation to tailor to your business goals. Monthly packages may be ideal if you need ongoing SEO work. The average investment for a monthly retainer is **between £1,500 – £15,000 per month**. However, in some cases, huge companies pay out far more depending on the business size and the scope of their needs.
- **Per project** – This pricing model is a one-off fee in exchange for a specific project, such as a technical SEO audit or content creation. Pricing varies significantly on the time and expertise needed for the project, but it **ranges from £2,000 to £30,000+**.

There is no pricing standard in the digital marketing community, so it's vital to research the different services, understand the value of SEO, and be realistic about the cost for your business goals.

Cheap, Mid-Range, and High-Range SEO Services

Cheap SEO Services: Freelancers or less experienced agencies will have the cheapest costs, but we don't advise choosing a service advertised as 'cheap' because it may not deliver the desired results. As we explained, cheaper service providers are more likely to use black hat SEO techniques which will only damage your site's rankings and could result in a penalty from search engines.

Mid-Range SEO Services: Mid-range SEO services offer more realistic packages that cover the essential SEO components while still being affordable and adapting to your business goals. Mid-range SEO packages may provide ongoing SEO services to grow your business over time. Services in the mid-range are likely to offer multiple packages to suit various budgets and business goals.

High-Range SEO Services: SEO services at the top of the pricing range may provide more hands-on service and claim to produce drastic results as businesses can invest more capital into SEO. The most expensive SEO services tend to cover every segment of SEO, as will some mid-range agencies; however, it's essential to understand the actual cost of SEO to ensure you're not overpaying for the service. In these cases, you may wish to ask the agency for ROI predictions, reviews, and detailed case studies.

NUOPTIMA SEO Services

NUOPTIMA offers a unique skill set as our expertise spans various industries, including health, wellness, finance, and tech. We also have experts who can assist with Amazon SEO, franchise SEO, e-commerce SEO, local SEO, and technical SEO. We take a holistic approach to ensure your website covers all the fundamental areas and curate a plan that works for your unique business needs while maximising your investment to increase your ROI.

Included in NUOPTIMA SEO services:

- Project preparation (background research, monitoring current performance, etc.)
- Technical audit
- Site structure audit
- Client consultations (regarding technical and speed optimisations)
- Google Webmaster Tools set up

- Keyword research and analysis
- Website page content audit (analysis quality, relevance, and meta copy)
- Audit external factors (analyse backlinks, potential spam, etc.)
- Content optimisation (create a content plan, write SEO-optimised content, etc.)
- Backlinks
- Regular reports (website positions, site health, and recommendations)

SEO Packages

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| <div style="border: 1px solid #ccc; border-radius: 10px; padding: 15px; background-color: #f9f9f9;"> <p>Basic Monthly tracking report</p> <p>£3,000 /month</p> <p>Book a call</p> <p>3 Monthly backlinks with DR 30+ 16,000 Monthly words of content</p> </div> | <div style="border: 1px solid #ccc; border-radius: 10px; padding: 15px; background-color: #f15a24; color: white;"> <p>Growth Monthly tracking report</p> <p>£5,000 /month</p> <p>Book a call</p> <p>6 Monthly backlinks with DR 30+ 25,000 Monthly words of content Quarterly consulting / strategy call</p> </div> | <div style="border: 1px solid #ccc; border-radius: 10px; padding: 15px; background-color: #f9f9f9;"> <p>Enterprise Monthly tracking report</p> <p>£7,000 /month</p> <p>Book a call</p> <p>10 Monthly backlinks with DR 30+ 35,000 Monthly words of content Quarterly consulting / strategy call</p> </div> |
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We have dedicated teams of experts in SMM, content creation, technical implementation, analysis, and more. Together, we execute an SEO strategy that suits your business goals and sets your website up for long-term, sustainable growth.

NUOPTIMA Packages

Basic SEO Package – Businesses that choose this option receive the following each month: a tracking report, three backlinks, and 16,000 words of content for £3,000 per month.

Growth SEO Package – Our Growth package takes our offer to the next level with a monthly tracking report, six monthly backlinks, 25,000 words of content per month, and a quarterly consulting/strategy call for £5,000 per month.

Enterprise SEO Package – Our most impactful package offers a monthly tracking report, 10 high-quality backlinks per month, 35,000 words of content each month, and a quarterly

consulting/strategy call. The Enterprise package provides this for a £7,000 investment each month.

As you can see, even our basic SEO package benefits from a well-rounded approach to ensure we use your investment wisely. We ensure all our clients get a **high-quality service**, regardless of which package they choose; that's why all backlinks come from sites with a domain rating of 30+ and all packages include a monthly tracking report.

Final Thoughts

SEO is crucial to growing a business in 2023, establishing an online presence, and generating revenue. While it's possible to do SEO yourself or even hire a freelancer, it's unlikely to produce the results you need or be sustainable for long-term growth. With the vast amount of SEO tasks, algorithm updates, and intense competition, a freelancer may not be able to provide ongoing SEO support to grow your site.

The most efficient method to use SEO in 2023 is therefore to hire an SEO agency like NUOPTIMA. We have experience in various niches and teams of people dedicated to different areas of your SEO strategy. Our team knows how to use your investment to the fullest to ensure we aren't cutting corners but also not wasting valuable capital. Get in touch with NUOPTIMA to discuss how we can curate a strategy that aligns with your business goals and maximises your investment today.

Chapter Summary

- SEO has become a fundamental component of digital marketing and is key to the success of many online businesses. However, it is difficult to determine the standardised cost of SEO services as your investment will depend largely on the business objectives, current website performance, company size, what services you require, and the service provider's expertise.
- Businesses may invest in SEO by paying by the hour, per month, or on a per-project basis.
- A proper SEO strategy is complex and requires various skills. Services may include keyword research, competitor research, technical audits and optimisations, link building, content creation, and reporting.
- SEO is an investment that sets your website up for long-term sustainable growth. Investing in a reliable SEO specialist with good case studies and reviews is essential.

Get in touch with SEO expert NUOPTIMA today to discuss which SEO strategy your business will best benefit from.

GLOSSARY OF TERMS

A/B testing: Also referred to as split testing. This is when two versions of an app or webpage are compared against each other to analyse which performs best. It is often used with PPC ads to see which converts better.

AMP: *Accelerated Mobile Pages*. This is an open-source coding project made by Google with the intent of assisting sites with loading quicker on mobiles.

Backlinks (link building/inbound links/incoming links): Backlinks are links from other websites to yours and are seen by Google as signs of approval. There are several ways to generate backlinks, such as through social media marketing, technical link-building, and strategic partnering.

Black hat SEO: Black hat SEO includes unethical tactics to rank a website by manipulating search engine algorithms. Using black hat SEO tactics may penalise your website, and, in some instances, you can even get your website removed from the Google Index.

Bounce rate: This refers to the number of users who come to your website and immediately leave without interaction.

Breadcrumbs: These are small text paths found in the upper portion of product pages. Breadcrumbs make it easier for users to navigate your website.

Broken links: Broken links are dead links that lead to a 404 page, meaning it's no longer available.

Canonical Tag: Canonical tags inform search engines of which pages take precedence and should be given attention. They are used when there is a duplicate content issue.

CDA: *Content delivery application*. A main component of a CMS along with CMA. This is the backend component that takes and compiles the content you entered into the CMA, updates the site, and makes it visible to users.

Citations: A citation is a mention of the business online, usually referencing its NAP.

Cloaking: This is black hat technique that aims to rank a page based on content created for search engines while pointing users to something different.

CMA: *Content management application*. A primary component of a CMS along with CDA. It lets you add, modify, manage, and remove content from your website without webmaster intervention.

CMS: *Content management system.* It is software that does not require specialised technical know-how that helps users to build, manage, and alter website content. Popular examples include WordPress, Drupal, and Shopify.

Conversion rate: Conversion is the point at which your visitors respond to your marketing message or CTA. This could be anything from purchasing an item to signing up for a free trial service or submitting a contact form. To calculate conversion rate, divide the 'number of conversions' by 'total visitors' and multiply the answer by 100.

Crawler: Also known as a spiderbot or spider, this is an Internet bot that browses the World Wide Web and is usually run by search engines for indexing purposes.

CRM: *Customer relationship management.*

CSS: *Cascading Style Sheets.* A programming language to simplify the task of making webpages look presentable.

CTA: *Call to action.* This is a prompt that encourages the user to take a particular action. For instance, 'Buy Now' or 'Book a Free Call'. It typically is displayed as a hyperlink or button.

CTR: *Click-through rate.* This is the percentage of impressions that led to a click.

CWV: *Core Web Vitals.* CWVs are a set of metrics used by Google to score a user's experience when they load your webpage and look at responsiveness, speed, and how fast various elements such as images and fonts load.

DA: *Domain authority.* Also known as domain rating (DR). It is a metric that foretells how likely a website is to appear on SERPs.

Dofollow link: These are the most common and valuable backlinks in SEO. When you put this type of link on your site, you inform Google that the link is organic (the target website did not purchase the link). You are also vouching for content accuracy at the other end of the link. It tells search engines that the content on the other end is important and should be acknowledged.

Domain: This is the location of a website.

DR: *Domain rating.* Also known as domain authority (DA). It is a metric that foretells how likely a website is to appear on SERPs.

Dwell time: The time a visitor stays after clicking a link to your site.

E-commerce: This is the process of electronically purchasing or selling products online.

Extension: These are small software programs that customise the experience of browsing.

External links: This is when a site links to URLs on a different website. Backlinks are external links from other sites to yours.

FTP: *File Transfer Protocol*. It is used for transmitting files from one host to another.

Google Index: This is Google's whole inventory of sites that it draws from to give search results to browsers.

Googlebot: Google's web crawler. It 'crawls' your webpages to evaluate the quality and relevance of your website for the keywords you're trying to rank for.

Gzip Compression: This asks your server to compress your website files before sending them to the receiver. This means your website will load faster.

Health score: Health score is an essential SEO metric that determines the degree to which a website is optimised. To calculate, measure the number of internal URLs or pages with errors on your site. Divide it by the total number of webpages you have, and multiply the answer by 100.

Hreflang tags: These tags let search engines know that you have numerous versions of the same page in different languages. This stops them from seeing your content as duplicate. Plus, it helps search engines display the appropriate language according to a visitor's preference.

HTML: *Hyper Text Markup Language*. It is a typical markup language for creating webpages.

Internal links: This is when a site links to other URLs on the same website. Internal links show crawlers a content trail they can follow, which lets more pages rank and improves your overall website performance. Internal links help search engines index and comprehend your website.

Interstitial: This is an interactive pop-up or web page that generally loads between pages or within a page as a searcher scrolls. It is usually used for promotional reasons and is a form of interruption marketing.

Keyword stuffing: This is when you repeat the page's main target keywords excessively and unnaturally and will not help ranking efforts. You should include your primary search term a few times but also use different variations.

Lean code: A philosophy that champions efficiency, accessibility, simplicity, and flexibility.

Long-tail keyword: These keywords, or technically phrases, are often three or more words long, including any specific location or niche.

LSI: *Latent semantic indexing.* Apart from your primary keyword, there are other associated terms people search for called LSI keywords. Include these to help Google understand what the content on your website is about.

Meta Description: This is only displayed on SERPs and usually intrigues the reader with a concise and relevant summary of what is included on a page.

Meta Title: This is only displayed on SERPs and indicates the topic of a webpage.

Mobile SEO: This is the process of optimising your website, specifically for smartphone users, so it looks great and functions well regardless of the screen size. Mobile SEO is a key ranking factor on Google.

NAP: *Name, address, and phone number.*

NGO: *Non-governmental organisation.*

Nofollow link: These are less common and also less valuable than dofollow links. They inform search engines to ignore a certain link.

Noindex: This is used to stop the indexing of content by search engines (like Google) that support the noindex rule.

NPO: *Non-profit organisation.*

Off-page SEO: This method involves optimisation techniques that occur outside of your website.

On-page SEO: This is related to improving the physical content on your website.

Outbound link: An outbound link is purely for reference. You may worry that giving outbound links will transfer your ranking authority as you are getting your reader to look at other sites. This only occurs when you give the link a dofollow instruction. Therefore, with outbound links, you can use a nofollow link. Outbound links are important for your reader as you have a solid reference for what you write.

Page speed: This refers to the time it takes for all the content on a webpage to load, and it is something Google considers a ranking factor.

PageRank: This is an algorithm used by Google to rank pages in search engine results.

PHP: *PHP: Hypertext Preprocessor.* This is an open-source server-side scripting language.

Plugin: Plugins are extension modules added to a CMS, browser, or application to carry out specific tasks that the program cannot perform on its own.

PPC: *Pay-per-click.* It is an advertising method used for SERPs. This is when you buy visitors to your website. You bid to get your ads to appear in the sponsored results whenever someone enters a query that includes your keywords. Advertisers pay a fee every time someone clicks on their adverts. This is why it is called 'pay-per-click'.

RankBrain: Google uses artificial intelligence called RankBrain to rank webpages. RankBrain seeks out particular user experience signals and runs them through an algorithm to decide positions on SERPs. These SEO signals include time spent on the page, CTR, and bounce rate.

Redirects: This is a way to direct search engines and users to a separate URL from the one requested.

Referral traffic: This is the traffic that arrives on your site through a different source, such as a link on another domain.

Robots.txt file: A robots.txt file gives crawlers a pathway and informs them of how to crawl and index your site. It indicates which pages should be crawled and which should not. This will conserve crawl quota and prevent crawlers from going through unnecessary pages, such as admin pages.

ROI: *Return on investment.*

Schema: Schema is a type of labelling language that assists search engines in better processing your website.

Search intent: This refers to a user's specific motive in entering a query.

SEO: *Search engine optimisation.* Put simply, this is the process of improving both the quantity and quality of traffic to a site from search engines like Google or Bing. It focuses on unpaid, organic traffic instead of paid or direct traffic.

SERPs: *Search engine results pages.*

Short-tail keyword: This is a general search term that is made up of no more than three words and covers a general, broad topic instead of a specific one.

Sitemap: A sitemap is a file that gives search engines critical information about how your webpages relate to each other. It is essentially your website's blueprint and assists search engines in finding, crawling, and indexing your webpages.

SKU: *Stock-keeping unit.*

Slug: The slug is the part of a URL that goes after the website address. It should contain up to five words that convey the topic of the article.

SMM: *Social media marketing.* It is a tactic that uses social media for marketing a company. The aim of SMM is to help promote products or services, increase traffic to a site, and create brand awareness.

Spinning: This is when people use automatic programs to change words in an article to create unique content with similar keywords and intent as the original article. It is considered a black hat technique.

SSL: *Secure Sockets Layer.* SSL is a standard security technology protecting sensitive data shared between systems. It keeps the Internet connection secure by creating an encrypted link between a server and a browser. A secure site will have 'https://' at the start of the URL instead of 'http://'.

Time spent on page: This refers to how long a user stays on your webpage. The longer a user spends reading and browsing your website and its content, the better.

Topical authority: This refers to a site's perceived experience and authority in a certain topic or niche.

URLs: *Uniform Resource Location.* It is also called a web address.

White hat SEO: The white hat SEO technique is the exact opposite of black hat SEO. This term is used to describe SEO strategies that function within search engine rules and users' expectations. White hat SEO means implementing techniques to improve a website's rankings on SERPS without using various tricks to undermine search engine algorithms.